



AMERICAN NURSERYMAN

The Nurseryman's Forte: To Make America More Beautiful and Fruitful

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JUNE 15, 1957

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The Nurseryman's Forte: To Make America More Beautiful and Fruitful

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Our own incomparable 1958 AARS winner soars to new heights as a climbing hybrid tea. Be prepared when the curtain goes up on this one.

Starring

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Starring

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Starring

TOM-TOM

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If you're looking for roses whose quality, appearance and performance will steal the show in your customer's garden, then may we suggest you place an order early with us.

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AMERICAN NURSERYMAN

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Editorial

TODAY'S MARKET

The retail nurseryman or garden center operator will need to be on his toes if he is to obtain his share of the higher disposable income. It has been estimated that today's market should increase to 193 million by 1965, with disposable income building up from \$271 billion in 1955 to \$400 billion by 1965. More people are buying more products, but the competition grows sharper each month.

Especially significant are changes taking place in selling methods. Dominant among these is a trend away from retail salesmanship toward self-service. In supermarkets alone, self-service accounts for 92 per cent of sales, and it is spreading to other outlets. The upshot of this trend is to put a greater burden than ever on preselling through effective advertising. Promotions should be tailored to fit the market, and the heaviest concentration should be directed to areas where product demand is greatest.

The key to profits is the recognition that today's market and today's public are decidedly different from those of yesterday. Sales campaigns must be geared to the present market.

ROADSIDE OFFERINGS

Every season there come complaints from nurserymen in various areas about the trees, shrubs and evergreens offered at gasoline filling stations, roadside market stands, grocery markets, etc., for the spring trade. Evils cited in these complaints range all the way from unfair competition in the matter of price and standard of stock to unfair treatment of customers, in giving them poor stock that is too dried out to live and thrive.

Different proposals are advanced for the control of such roadside offerings, but so far they have not proved or sounded practical. State legislation is likely to involve requirements under the law that would be found a nuisance to nurserymen

if they were tight enough to affect this sort of competition.

Probably the best means of combating this evil lies with the local nurseryman himself. He will not find it formidable if he will undertake to tell his local public that he can supply all their needs, large or small, at his nursery; if he will let them see that his products, for similar size and quality, are in line as to price with roadside stock and that there are advantages of reliability, service, permanence and professional knowledge to be had from the nurseryman that are seldom available, any of them, from the roadside markets.

Garden magazines and newspaper columns have been urging the advisability of the public's trading with the nurseryman, and that, after all, is the best argument to meet this situation. But the nurseryman himself may have to do some promoting of the argument to reach all the prospective buyers in his community.

FULL VALUE

Public and Congressional pressure on cutting the federal budget reflects the contraction which has been experienced in some industries. Economists have called this a creeping readjustment, meaning that industries are experiencing a recession a few at a time, instead of all at once in a marked depression in business.

In this creeping readjustment the nursery industry may be called upon to take its turn if it sits on its hands and waits for home building to regain its boom level. There are plenty of old homes which need replacement or replanting jobs, but they require real selling. Publicity, advertising and direct approach are necessary to develop that type of business, but there is plenty of it to be had before admitting that a readjustment or a recession is necessary.

Since the public mind has taken a thrifty turn, in regard to personal spending as well as the federal budget, it is important that customers be made to feel that they are getting their money's worth. To the nurseryman this seems not a difficult matter in view of the fact that most items of nursery stock are not overpriced. But the public is not aware of the small extent of price advances in this field and may think some of the items are too high in comparison with other commodities which can be bought for the same money.

Probably more can be done in

giving the public its money's worth on jobs that involve direct labor, such as planting, lawn making, tree trimming and other work of a service type. This is because the price of labor is high, in the first place, and its efficiency is often viewed carelessly, in the second place. The homeowner who sees men dawdling on the job is likely to remember it when he receives his bill. Whether it arises from the inefficiency of supervision or the poor quality of labor, the customer does not ask. The individual employer who does not supervise all his work himself needs to check on this matter.

This word of caution is presented here, not because there is any sign of recession in the nursery industry, but because it is thought possible to avoid such a recession if sufficient attention is given to selling, stock and service at this time.

CARPORT GARDEN

Carports in place of enclosed garages are being used as an architectural part of some modern houses, rather than a makeshift afterthought. They are less expensive than enclosed garages, and while they originated in warm climates, they are now found in states where the snow falls, too.

From a real-estate source comes an idea for the carport to become an adjunct of the garden. In an extra stall a planting is made, in the form of a bed or group of containers, receiving sunlight through a skylight above. With the cars removed, the area becomes an outdoor garden room, a sheltered terrace for dining or lounging or a rainy day spot for the children to roller skate or ride tricycles. In warmer climates the advantage of the shade will be more appealing.

The carport garden idea would be especially applicable where a carport is designed to enhance the apparent size of the house and add to the family's use of a restricted area of ground.

JOHN LUJA, Collinsville, Ill., operator of Arrowhead Heights, a wholesale nursery near Caseyville, Ill., has opened a retail branch on Route 161, a half mile south of French Village, Ill. Landscape consultant for the East St. Louis housing authority, Mr. Luja will offer a complete landscape service at the new nursery.

Top Attendance at Florida Convention

Discuss New Tax Bill, Form Landscape Group and Hear Panel Discussions

In keeping with the rapid growth of the Florida Nurserymen and Growers Association, whose membership has swelled to 885 persons from a total of 113 nurserymen who founded the organization in May, 1952, a record attendance was set at the annual convention held May 23 to 25 at the Golden Gate hotel, Miami Beach. Final registration showed 402 persons present. A full program was planned, but enough time was left open to allow the nurserymen and guests to enjoy the pleasures of the vacation spot.

Attracting much interest were the panel discussions which covered growing ornamentals, fertilizers and insecticides, tree moving, finance and taxation, sod and turf, foliage growing and mum growing. Several educational talks, business meetings, special group meetings and a well-planned trade show, plus a wide variety of social activities, rounded out the program.

Elect New Officers

In election of officers, H. Milton Link, Gardens, Inc., Fort Lauderdale, who served as convention chairman, was elected president of the F. N. G. A. In accordance with a change in the bylaws, members elected three vice-presidents instead of the usual one. These included Roy S. Rood, Rood Landscape Co., Jupiter; J. H. Popham, Palmer Nursery, Osprey, and P. D. Shoemaker, Jacksonville Landscape Co., Jacksonville. The newly elected director at large is Harry Smith, Winter Garden Ornamental Nursery, Inc., Winter Garden, while the holdover directors at large are R. A. Knight, Knight's Nursery & Landscape Co., Gainesville; R. E. Brown, Goochland Nurseries, Inc., Pembroke, and E. S. Reasoner, Reasoner's Tropical Nursery, Bradenton.

The bylaw change adopted at the meeting established that the board of directors will include three regional vice-presidents and four directors at large. Also, in case the president of the association becomes incapacitated, the executive secretary will call a meeting of the board of directors to elect one of the vice-presidents to fill the unexpired term.

Fight Tax Bill

In a special address to the membership, Edwin G. Fraser, Southern States Nursery, Macclenny, presi-

dent of the F. N. G. A., informed the audience of a bill which had passed both houses of the state legislature concerning the assessment of taxes on lands used in agriculture. This bill, he said, would inflict a heavy penalty on the nurserymen in the state and had just come to the attention of the F. N. G. A. Special last-minute action is being taken, he stated, to stop the governor from signing the bill into law.

The part of the bill that affects the nursery industry is the provision that shed nurseries, or nurseries under cover, shall not be termed agricultural and shall be excluded from the act which provides that all agricultural lands being used for agricultural purposes shall be assessed as agricultural lands on an acreage basis. Lands which have not been used for agricultural purposes prior to the effective date of the act shall be subject prima facie to assessment on the same basis as that used for the previous year, and any demand for reassessment of such lands for agricultural purposes shall be subject to the severest scrutiny of the county tax assessor to the end that the lands shall be classified properly.

Secretary's Report

Reporting for the executive office of the F. N. G. A. was James F. Griffin, Jr., Key Biscayne, executive secretary. He said that no concentrated membership drive was effected during the past year, as the board had recommended against it. Efforts were

made, however, to increase the membership with nurserymen of high caliber. In the past year, said Mr. Griffin, 61 members have been added, making a total membership of 885.

The 10 F. N. G. A. chapters, after two years of operation, have demonstrated their value in assisting with the solution of area problems, he said, and they are producing a more cohesive membership. Chapter and individual participation in local fairs, garden and flower shows and manufacturers' exhibitions has helped to educate the public in regard to the purposes of the F. N. G. A.

At a board of directors' meeting prior to the convention, an eleventh chapter near Daytona, covering the Volusia county region, was accepted, he announced, and a twelfth chapter was also established, this being the Greater Miami Landscape and Nurserymen's Association, formerly a part of the Dade County chapter.

F. N. G. A., said Mr. Griffin, has been extremely active during the past year. Activities have included the fall trade show and the staging of a tropical display at the national capital flower and garden show at Washington, D. C. The display was awarded the top prize in the show for the third straight year.

Working with the state plant board and federal officials, the F. N. G. A. executive office has assisted in steering Florida nurserymen through a successful campaign of Mediterranean fruit fly eradication,



Newly elected officers of the Florida Nurserymen and Growers Association: Left to right, H. Milton Link, president, and J. H. Popham, Jr., and Roy S. Rood, two of the three vice-presidents of the association.

without the strangling effects of an embargo on all plant products, which had been foreseen initially.

An attempt to outlaw the use of parathion throughout Florida was thwarted by the F. N. G. A., he pointed out. Solutions concerning the regulation of the use of parathion are at present being formulated.

In cooperation with the Florida agricultural council, the association waged a successful campaign for the retention of the full agricultural budget as recommended by the Florida board of control.

A further act of the F. N. G. A. was to furnish the specified plant materials for the landscaping of the new governor's mansion in Tallahassee, in appreciation of Governor Collins' consideration for the F. N. G. A. Also through the F. N. G. A., a decision was obtained from the attorney general whereby shade materials used by nurserymen for the protection and cultivating of their crops would not be subject to the state sales tax.

The treasurer's report by D. K. Miller, Island Landscape Co., West Palm Beach, showed a bank balance of \$8,115.

Landscape Group Formed

A luncheon was held Friday, May 24, for parties interested in forming a Florida Landscape Contractors' Association. Serving as temporary chairman was Gervin Pringle, Florida Nursery & Landscape Co., Leesburg. Five committees were appointed to study areas to which it was thought the association's attention should be directed. E. S. Reasoner will head the committee on cost information; Mr. Pringle, the one on advertising; Bernard Selevan, Florida Zoysia Farms, Delray Beach, the standards and ethics committee; William P. Brooks, Wyldwood Tropical Nurseries, Dania, the committee on the availability of plant materials, and Charles Culbreath, Culbreath's Landscape Nursery, Tampa, the clearinghouse committee.

At a breakfast the following morning, Mr. Reasoner was elected president of the Florida Landscape Contractors' Association and Richard Johnson, Seminole Nurseries, Largo, was chosen secretary. Information is to be developed by the five 3-man committees and reported at a meeting of the association to be held during the F. N. G. A. trade show next October.

A. A. N. Chapter Meets

At a luncheon meeting of Florida members of the American Association of Nurserymen, the same slate of officers was elected for the Florida

chapter as held the posts last year. These include R. E. Brown as president; Richard Johnson, vice-president; Ralph Taylor, Royal Palm Nurseries Corp., Oneco, secretary, and P. H. Popham, Jr., treasurer. Alternate candidates were elected at an A. A. N. breakfast next morning and are Ray Oglesby, Oglesby's Nursery, Hallandale, and Charles Culbreath. Holdover delegates are John Hutton, Hutton Nurseries, Inc., Miami, and F. B. Turner, Florida Nursery & Landscape Co., Ocala.

The treasurer's report showed 36 paid members, including two new members. A report by Mr. Pringle, 1957 A. A. N. convention chairman, informed the group that plans are largely completed for the Miami Beach convention, July 20 to 25. An outstanding highlight of the convention will be the cracker breakfast, a lavish affair including an hour and a half of entertainment and courses of special food, such as 3-yoke eggs, extra-thick ham and buckwheat cakes. This year, for the first time, he related, nonmembers of the A. A. N. may attend the national convention.

Plant Board Report

Paul Frierson, chief plant inspector of the state plant board, Gainesville, reported at the general meeting Friday morning that the Mediterranean fruit fly was well on the way to being completely eradicated. He hopes that the job will be completed by the end of the year. However, it will be necessary to remain on the alert, he added. Another pest with which the board is concerned is stellite scale, which was eradicated from four south Florida nurseries. Referring to the burrowing nematode, he asserted that it is a pest Florida growers must learn to live with. So far, he related, 117 certificates have been issued to nurseries which ship out of the state.

James Smith, Fort Lauderdale, informed the group about the Palm Society, which was founded a year ago last November and formalized five months later. It now includes members from all over the world. The association, he said, is to promote every phase of palm interest.

Extension Service Report

Friday morning Dr. E. W. McElwee, ornamental horticulturist, agricultural extension service, University of Florida, Gainesville, discussed the activities of the extension service during the past three or four years. Approximately 65 to 70 per cent of the time is spent with commercial groups, with 18 or 20 per cent with homeowner groups, he said. The ex-

tension service is increasing its work with county agents, he related, holding schools to acquaint them with work in ornamentals. The principal activity of the service with commercial nurseries is to adjust fertilizing and soil mixture programs. A program to obtain a disease-free source of propagating stock is now being set up with growers.

Nurserymen can make more use of some of the extension specialists, believed Dr. McElwee. A few named were those in soils, irrigation, construction, taxation, accounting and marketing. There are 40 bulletins put out by the Florida agricultural experiment station which are useful to some growers, he pointed out. Just because some bulletins pertain to other crops, they should not be disregarded by nurserymen.

Dr. McElwee urged nurserymen to work with their county agents and to help sponsor 4-H projects in ornamentals. With the rapid growth of the nursery industry in Florida, it is necessary to interest young people in the nursery business, he added.

Trade Display

Thirty-five Broward and Dade county nurserymen combined with a like number of allied members to stage an excellent trade show. In a paved parking lot outside the entrance of the Golden Gate hotel auditorium the nurserymen arranged their display of stock to look like a well-landscaped tropical garden. Balled coconut palms were buried in mounds of sand, which were then covered with sod. Displays of container stock, foliage and tropical plants were surrounded by sod laid on beds of sand. Small stock was planted in beds of peat, while potted palms served as a background against the front of the auditorium. Inside the meeting hall the allied members exhibited their wares in booths.

The stage of the auditorium, from which President Fraser presided over the meetings, was beautifully decorated with double-decked planter boxes filled with colorful caladiums and Philodendron cordatum. Potted palms and vase arrangements of gladioli and chrysanthemums further decorated the stage. A flashing emblem of the association and a larger, unlighted facsimile told all that this was the F. N. G. A. annual meeting.

Panel Discussions

Well-attended were the seven panel discussions held Friday afternoon. Finance and taxation, federal and state, was led by James Bolger, C. P. A., from Fort Lauderdale. Going into a discussion of the cash basis

[Continued on page 70]

Special Events in the Garden Center

By Jack F. Schneider

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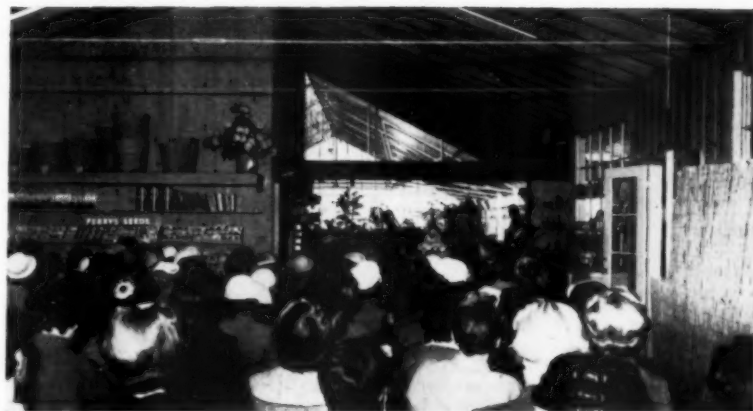
Special events have been featured successfully in many lines of business, particularly in retail establishments, to attract customers and increase business. A modern garden center is ideally suited for developing special events. With some forethought in design, the store and layout can be adapted to handle large crowds for various functions. Established centers, too, can make use of certain types of events to build traffic and, eventually, more business.

Other retail businesses are using nursery stock as a leader and carrying more of the items usually handled by the nursery dealer. The nursery and garden center, in consequence, must devise effective ways and means to attract customer interest and keep a step ahead of competition.

Events to be considered can be divided into two groups, institutional and promotional. The former would include garden club meetings, fashion shows, charity teas, etc. The promotional events would include open houses, special sales and seasonal events, such as Christmas functions. Promotional events are the more important and easier for the average garden center operator to handle.

Open House Effective

Probably one of the most successful affairs to handle is an annual open house. The fall of the year is an ideal time for this type of event, when business is slower and people can still be stimulated to work in their gardens. It is a good season for



An author's tea held at the Orchard Nursery, in October, 1956. Display fixtures were removed and chairs were set up to accommodate a group of 300 persons.

color in plant materials, particularly in chrysanthemums, which can be used to make exciting displays. However, the primary object is to build more sales. The fall is tulip-planting time; so tulip bulbs can be featured, along with some freshly balled nursery merchandise or, in many sections, canned material. Perennials of many types can be offered in this season also. The type of material will vary greatly in different regions, but everyone has something to offer. The most important part of any open house is proper planning and coordination. An open house has to be well advertised and organized in order to produce its full effect.

Advertising should start well in advance of the event, probably three

to four weeks, and culminate in heavy impact advertisements in newspapers or by direct mail, radio or TV just prior to the dates. Generally Saturday and Sunday or Friday, Saturday and Sunday are good days for the actual open house.

Some good specials help to draw people, as does a free gift offer, such as a philodendron plant or a dozen anemone bulbs. These free gifts can be restricted to the ladies, in order to cut down on the quantity given away. Door prizes can be offered, and these are generally obtainable free from suppliers.

In general, the affair should be a festive one in which the nursery is dressed up to show it off to its best advantage. Many suppliers will furnish special displays and personnel. These things all add to the general color. A flower display, both in the store and outdoors, helps to make the affair more attractive. A permanent planting could be planned to come into bloom at this time.

Extra Help Needed

Extra personnel should be arranged for in advance of the event so that one can adequately handle the large crowds. Help in parking is important, as there will be an added influx of cars. A pretty hostess to greet people at the door and explain the various attractions is imperative. The displays and special events should be scattered throughout the store area in order to disperse the crowd. Making a large display of bulbs and having clerks dressed in Dutch costumes are colorful ways of making the affair festive and

[Continued on page 58]



Garden shop arrangement for Christmas promotions calls for a radical difference in background themes. Here movable gondolas and display stands have been shifted to other locations and shelving hidden by bamboo screening, leaving open space for a group gathering in a setting of California Christmas decorative modes.

Tips for Better Landscapes

Early Spring-Flowering Shrubs

By Clarence E. Lewis

Long Island Agricultural and Technical Institute, L. I., N. Y.

This is a good time to review a few of the early spring-flowering shrubs and record their good and bad points. A list of such shrubs and trees could be extensive, but if the group is limited to those that ordinarily flower by April 10 the list becomes less cumbersome.

A large deciduous shrub that is not known by the average homeowner is the cornelian cherry (*Cornus mas*). Its flowering time has been as early as March 18 on Long Island, N. Y., and as late as April 15, but the average date range is March 24 to April 1. The yellow flowers and bracts that are born in the axils of the leaves are not striking, as may be seen in illustration A, but they acquire importance when people are eager for any indication of spring. The bracts develop from the bud scales that enclose the true flowers. On many other plants, end scales drop as growth begins, leaving only a slight stem scar. Temperatures below zero do not seem to prevent a normal flowering.

The cornelian cherry is an old-world plant that has been grown and cultivated for over 300 years. There seems to be no date known for its first incorporation into European gardening.

Cornus mas can be a plant that has tree proportions and may reach a height of 25 feet, but for most landscape purposes 12 to 15 feet is

a more practical figure. Pruning can keep it in a rounded to oval form, or it can be trained into an irregular large shrub or small tree. The cornelian cherry becomes too large for most small home shrub borders or foundation plantings but is often a good plant for the outer corner of a large home or commercial building. It is adaptable as a screen or trimmed hedge and does a good job in park plantings, even though it may not get regular care.

Fruits Edible

Of course, the common name was affixed because its fruits resemble cherries. They are oval, single-seeded, become red in August and deep red in September, when they may be eaten. The tart flavor suggests that the fruits could be mixed with apples for preserving.

There is some resemblance to the growth and leaf appearance of *Kousa* and flowering dogwoods, but they may be easily separated. The leaves are smaller, and there are distinct lateral buds in the axils of the lower leaves. The lower leaves of the more treelike dogwoods show no buds in the leaf axils. Another difference is that the stems of the cornelian cherry are straight or terminal growers, while the *Kousa* and flowering dogwoods have side branches that continually assume the lead, making straight or continuous stem growth

rare. There are other differences, too, that may be found in books, which generally do not mention the foregoing characteristics.

Another dogwood, which so closely resembles *Cornus mas* that even the more ardent plantsmen cannot detect much difference, is the Japanese cornel, *Cornus officinalis*. It reaches about the same height and has no difference in the leaf and fruit, but the Japanese type develops a looser bark as it matures. The flowers differ slightly. Probably the most distinct principle of separation is that the cornelian cherry came from central and southern Europe and western Siberia, while its Japanese twin originally resided in Japan and Korea. There is no point in growing and using both, even though the Japanese form may flower a bit earlier.

Provide Winter Bouquets

The branches of either can be easily be forced into flower during the winter and used in floral decorating. Such flowering branches have an Oriental effect and combine well with branches of Atlas cedar, blue Atlas cedar and pines.

Cornus mas has a few noteworthy varieties, among which are a yellow-fruited type (*C. mas flava*), a yellow-leaved individual (*C. mas aurea*), a white-fruited plant (*C. mas alba*), a dwarf one (*C. mas nana*) and a variegated form (*C. mas var-*

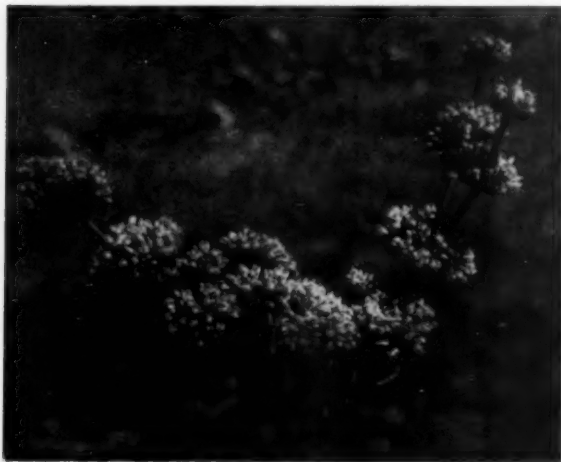


Illustration A—The flowers of *Cornus mas* appear in spring's pageant regardless of the winter.



Illustration B—*Rhododendron (Azalea) mucronulatum* flowers often photograph like a painting.



Illustration C—Leatherwood flowers are not spectacular, but are certainly different with their interesting woolly-mitten effect about the base of the bloom.



Illustration D—This azalea-like rhododendron, *R. mucronulatum*, produces groups of terminal flower buds like others of the same type.



Illustration E—Although flowers of *Forsythia ovata* are not produced in great profusion, they usually appear regardless of the winter.

iegata). Probably none of these, however, is available in the trade.

A little-known woody plant that produces small yellow flowers during late March or early April is the leatherwood, *Dirca palustris*. The pale yellow flowers seem to be held by a woolly brown mitten as may be seen in illustration C. This plant is remarkable in that stems have a definite leathery feeling.

It is not found in dense groves, even in its native habitat, New Brunswick and Ontario to Florida and Missouri. Partially shaded, moist slopes, where it has the protection of taller plants, seem to be most favorable to its growth.

Leatherwood is a short-stemmed, broad-headed deciduous plant that looks somewhat like a dwarf tree. Maximum height is about six feet, but the spread is not only equal to this but often more. Plants that are only about three feet tall can be 15 to 20 years old.

The smooth, light tan to brownish bark is accentuated by the alternate light green leaves that are somewhat elliptical to obovate in shape. There seems to be no serious insect or disease susceptibility in the leaves or other parts of the plant.

The fruits are not usually apparent, although they can develop as pale green to reddish drupes.

Even though the leatherwood was introduced into cultivation as long ago as 1750, it never became popular, probably because of its extremely slow growth, the difficulty involved in propagating it and the fact that there is nothing startling about the plant.

A much better known shrub is the Korean rhododendron, more com-

monly known as Korean, or early, azalea (*Rhododendron mucronulatum*). This so-called deciduous rhododendron was discovered in the mountains west of Peking about 1835 by Dr. P. V. Kirilow, but the seeds did not reach the United States until 1882, when Dr. Emil Bretschneider sent them to the Arnold Arboretum, Jamaica Plain, Mass.

The rosy-lavender flowers that can be observed in illustration B have appeared on Long Island as early as March 17 and as late as April 15, but late March or early April is typical blooming time. Of course, spurts of flowering may occur in the winter after a few warm days. It is not uncommon for the flower buds to swell and start to break and then be beaten brown by a freeze during March. If the plants are in partial shade that protects them from the morning sun, their chances of flowering and remaining in bloom for a longer period are greater. A location beneath high-branched oaks and pines seems to be most favorable.

This shrub is inclined to be somewhat leggy, so that one should use it in groups of three or more in order to give body to a planting. A combination of *R. mucronulatum* and forsythia is pleasing. The ovate or early forsythia, *Forsythia ovata*, is the best one to use, since both shrubs produce flowers about the same time. This 6 to 8-foot rhododendron has a pleasing fall color combination of purple, yellow and rust that is even more noticeable because of the light yellowish-tan young stems. The flower buds are grouped as shown in illustration D,

coming in clusters rather than singly.

This colorful early-flowering shrub is one of the most welcome in spring. Occasional pruning to encourage density is helpful, but should be done at the completion of the flowering period.

Forsythia Ovata

The forsythia that seems to be least used is the early, Korean, or ovate forsythia, *Forsythia ovata*, but it deserves to be more extensively planted. It is more easily adapted to shrub borders, since it does not climb over nearby plants, and can be pruned to a definite shape. It does not have the loose, pendulous branching habit that is common with most other forsythias. The plant re-

[Continued on page 63]



Illustration F—The February daphne sets up crowded purplish flowers often as early as February, but oftener in late March.

Northern Wholesalers Report Good Season Despite Weather

Wholesale nurserymen in the north clearly had a satisfactory season so far as volume of sales was concerned. However, it is equally apparent that in many areas their business was conducted under severe difficulties created by weather extremes, frequently excessive rain followed by drought and heat, which made digging, as well as planting, a problem.

Iowa welcomed moisture after a long dry period and the report from that state indicates a well-rounded demand for stock. An Ohio report cited a 5 per cent gain, and a Virginia report spoke of one of the best seasons. May was continuing a busy month as most of the reports were being written.

Labor was not felt to be short this year, but its cost was mounting and its quality was not of the best. All stock sold well, with an especially good demand existing for quality material. Roses sold easily. Plantings for next season are being held at last year's levels or being somewhat enlarged where special demands this year seemed to warrant. All evidence was that the current growing season would be a good one. Cost factors are being watched more closely.

"Hectic" New York Season

"Our season is rapidly coming to a close," reported Charles H. Perkins, Jackson & Perkins Co., Newark, N. Y., May 23. He added, "It has been a hectic one, but on the whole quite satisfactory. Practically all lines have moved well with us. Spring was early, which made it difficult to meet early shipping demands. Then we ran into an unprecedented dry spell, which we think curtailed business considerably during the active spring selling season.

"As far as we can ascertain, there seems to be about a normal amount of stock coming for another year. The prices should go up some, to compensate for increasing expenses."

Philadelphia Scarcities

Writing from Philadelphia, Pa., Charles B. Staton, Possum Hollow Nurseries, notes a shortage of finished stock and a trend in landscaping business away from large estates to commercial and civic buildings and smaller homes. He states:

"Thanks to another mild winter

and early spring, nursery activity began early but was hampered by continual wet weather throughout March and April and by a sharp drought through most of May.

"Despite weather handicaps, stock sold well, and many of the better lining-out items were sold out early. With good finished stock in short supply more liners are being grown and developed for retail sales, but supply seems always to be short on good broad-leaved evergreens and

VIRGINIA PRESIDENT



John E. Tankard

John E. Tankard, Tankard Nurseries, Exmore, Va., president of the Virginia Nurserymen's Association, graduated with a bachelor of science degree in agriculture from the Virginia Polytechnic Institute in 1927. After teaching vocational agriculture for two years, he became Northampton county agricultural agent, a post he held for 12 years.

Mr. Tankard spent several years as a vegetable farmer before joining as a partner in the operation of Tankard Nurseries with his brother Sam, who has the distinction of being the only man to have served as president of both the V. N. A. and the North Carolina Association of Nurserymen.

A past president of the Northampton farm bureau, the soil conservation district and the Exmore Rotary Club, Mr. Tankard is a director of the National Bank of Northampton and is a member of the Methodist church.

He and his wife, the former Harriet Brandon, of Dublin, Ga., whom he married in 1930, have two sons, John, Jr., and David. John, Jr., has joined his father in the business, having been employed by Tankard Nurseries since his discharge from the army.

the more unusual items frequently featured by popular garden publications.

"In this area the industry has been experiencing a marked change, with less estate landscaping and much more industrial, civic and shopping center development. The heavy volume of high-grade private landscaping has been accompanied by a flood of good cash-and-carry business from do-it-yourself customers."

New Jersey Season Ends Well

Satisfactory spring business, despite difficulties of weather and shipping, is the report from Hess' Nurseries, Mountain View, N. J. Charles Hess writes:

"We have had a rather difficult season. After a very wet spell in early April, we had no rain for over a month, while the weather was extremely hot, with high winds.

"The Railway Express Agency strike made things more difficult, and at the present time (May 20) there are some towns to which it is still impossible to ship. We have been using motor freight to a limited extent and also airfreight, the latter being very satisfactory, although somewhat higher in cost.

"Our business in general has been good. Local nurserymen have had great difficulty because of the hot weather, which made the planting season shorter than usual. We now have a cool spell, however, and things are picking up again for the local men."

Connecticut Stock Cleared

"It seems that an abnormal spring season is getting to be a normal affair," states Charles S. Burr, C. R. Burr & Co., Manchester, Conn., adding: "Our greatest abnormality this spring was the hectic result of the driest first half of May on record. The dry weather reduced sales considerably and forced us to do considerable irrigating in the fields where water is available.

"These annual upsets for periods during our selling season emphasize the necessity of doing everything possible to lengthen our selling season—hoping to have a greater chance to include some weeks of favorable weather.

"While we admittedly had some problems, for the most part our shipping performance was considerably bettered by the use of our new warehouse.

"A couple of lines dragged this spring but almost everything cleaned out well. We had the best sellout on roses we have ever experienced. The battle of costly overtime is still with

[Continued on page 49]

Spring Landscape Reports Influenced by Weather

Reports received to date from landscape firms suggest they are anticipating that the spring business will be less than they enjoyed last year and in 1955. However, continuing business in May as the reports were being written could mean that a long planting season may once again offset an earlier period of slow activity.

The drop-off was blamed partly on dry weather at the peak planting time and partly on lessened home building. There was a reported shift in emphasis from home landscaping to school and commercial property planting. One firm, stating the number of orders had decreased, said there was an increase in the size of the individual orders. The northwest felt sales volume was off because of a continued lack of specimen material, the result of the 1955 freeze. Sales help shortage, one report remarks, was responsible for a lessened local business, but generally the labor factor was satisfactory.

Long Island Sales Off

A marked decrease in spring landscape business, noted by Leslie S. MacRobbie, Oak Park Nurseries, Inc., East Patchogue, L. I., N. Y., is attributed to dry weather during the planting season and a decline in new home building. He writes:

"The weather permitted a good early start of spring trade. We had rain the first 2 weeks in April (about five inches), but none the last two weeks of April or the first two weeks of May. Dryness during the height of the planting season was troublesome.

"Total spring business is down by a considerable margin from its levels of 1956 and 1955. Although our seasonal analysis has not been made yet, this decrease will probably be shown in all three of our sales divisions — wholesale, retail and residential landscaping. We attribute the decline partly to a slackening in construction of new housing. Our construction report service shows very few homes in the class over \$20,000 being built in our territory. Schools and industrial structures account for most of the building in that price category.

"Labor has not been any more a problem than in previous years, but it still represents too large a part of

our overhead expenses. We are not at all sure that our experience is typical in the metropolitan New York and Long Island area, as many offhand comments from other nurserymen and landscape contractors indicate sales increases and a good spring season in general."

Maryland Season Late

C. Warner Price, president of Towson Nurseries, Inc., Cockeysville, Md., surveys a promising season as follows:

"We had an extremely severe winter and were not able to get started on our landscape work until about April 1. However, even with the late start, our sales up to the end of April were ahead of last year's for the same period.

"We went into the spring season with a highly efficient landscape force and have not experienced any difficulty with labor. Our sale of large plant specimens has been exceptionally good.

"We have been able to plant out a quantity of young material. About the middle part of May was ex-

tremely dry, and, although we had an abundance of orders, we were about to stop the digging. Fortunately, we had some excellent rains, which prolonged the season. Judging from the amount of orders which we handled in May, it looks as though that month would be good.

"We used TV advertising over a period of four weeks and found the results gratifying, although the program was not an extensive one."

Planting Up

The adverse effect of unfavorable weather was offset for Eastern Shore Nurseries, Inc., by the increase in the size of its landscape orders. E. Sam Hemming, stating that spring business was not complete May 17, writes from Easton, Md., as follows:

"January was extremely cold, and there was some damage to tender plants. February and March were exceedingly wet. April and half of May were almost without rain. We did much less than our usual business in the winter because of the weather.

"The number of our orders diminished, but the total volume seems to have increased because of the larger size of our landscape orders. Our short supply of Chinese chestnuts held down wholesale orders for this item, but wholesale sales in other types of stock increased.

"The cash-and-carry business at [Continued on page 63]

FORT WAYNE OFFICE PLANTING WINS A. A. N. AWARD



This trim, modern office building of buff brick and limestone is given framing and shade by the landscape plan designed for it by the Pion Landscape Co., Fort Wayne, Ind. This entry was an award winner in the 1957 industrial planting competition of the "Plant America" program of the A. A. N.

Several large trees were incorporated in the plan. The planter boxes constructed at both sides of the building add considerably to the landscape effect. A large lawn area gives depth and an enhanced perspective to the view of the building as one approaches it. Each spring, geraniums and other flowering annuals are interplanted in the planter boxes and along the front, facing the parking area.

This building at Fort Wayne holds the main offices of North American Van Lines, one of the largest long-distance movers in the country. The property, across the street from a factory of the Phelps-Dodge Corp., is in a location to create a favorable impression on homeowners among the many employees of that firm.

Control of Mites on Evergreens

By R. B. Neiswander

Since the end of World War II many species of mites have become more troublesome pests. This may be due in part to the destruction of natural enemies of mites by the new and effective insecticides that have come into general use. The mite that has caused most trouble on arborvitae, spruce and juniper is the spruce spider mite, or evergreen red spider.

An extensive series of tests in control of the spruce spider mite was carried on in Lake county in 1951. At that time, because of its long-lasting qualities, Ovotran appeared to be the most satisfactory miticide available for use on evergreens. Many arborists and nurserymen have used Ovotran during the past five years with excellent results. However, mites continue to require more attention than most other pests of evergreens. In view of the large number of new and effective miticides that have become available in recent years, further tests seemed desirable. For that reason experiments in control of the spruce spider mite were carried on in the Berryhill Nursery, near Springfield, in 1956.

A total of 15 miticides was tested on Hillbush juniper. Plots consisted of six plants in two nursery rows, and each material was tested on five such plots. Sprays were applied with a knapsack sprayer, and dusts, with a plunger-type hand duster.

The materials were applied first on May 23. At that time the infestation was such that a number of plants were already discolored. However, because of the volatility of some of the materials used and because of the drift of the sprays and dusts, the entire population dropped immediately to a very low level. Counts were made on five twigs, approximately four inches long, from each plot. Five days after the materials were applied only five living mites were found on 300 such twigs.

Most Effective Controls

The plants were examined occasionally during the summer, but the mite population did not build up appreciably until September. Sep-

tember 20, or when 120 days had elapsed, significant differences were evident. Three materials were outstanding. These were Kelthane, made by the Rohm & Haas Co.; Trithion, produced by the Stauffer Chemical Co., and Actaphene, made by the Hercules Powder Co.

After the twig samples were collected on September 20, a second application was made of most materials, and the mite population again dropped to a low point throughout the planting. No significant differences could be detected among the various treatments until approximately five weeks had elapsed. Counts were made September 26, October 10 and October 29. The data obtained are summarized in the accompanying table.

Same Trio Outstanding

Thirty-nine days after the second application, the three materials listed above were again outstanding. No living mites were found where Trithion and Kelthane were used, and only one was found on the 25 twigs taken from plots sprayed with Actaphene. The 25 twigs from the check or unsprayed plots, however, yielded a total of 193 living mites.

Ovotran again appeared to be best of the materials commonly used. Only two living mites were found on the 25 twigs collected from the Ovotran plots 39 days after the second application. However, the counts made 120 days after the first application show the three materials listed above to have longer-lasting qualities than Ovotran.

Kelthane, Trithion and Actaphene

are new. All appeared on the market in a limited way in 1956. They have not been tested on a wide variety of trees and shrubs. Consequently, arborists and nurserymen may wish to try one or more of them in relatively small areas in 1957.

EXPAND TRADE SURVEY

Expanding the program described in the March 15 issue of the American Nurseryman, the crop reporting board of the United States Department of Agriculture mailed questionnaires earlier this month to nurseries in 10 states, requesting information on the type and size of their production. Whereas the December, 1956, pilot survey covered only the states of California, Colorado, Iowa, Illinois and Florida, five more states — Michigan, Ohio, Oregon, New York and Texas — were included in the June mailing this year to provide a cross section of the nation's nursery industry.

Only those nurseries that indicate in their June questionnaires that they are growers of the stock on which data are sought will receive a more detailed questionnaire in January, 1958. The January survey will be further restricted to those who have produced and sold \$1,000 or more of nursery stock during the previous year. The same questionnaire will request information on the quantity and value of the nursery's 1957 sales, its plants on hand as of January, 1958, and the estimated number of plants that will be available for sale during 1958.

Tests in Control of the Spruce Spider Mite on Hillbush Juniper

No.	Materials in 100 gallons	Living mites on 5 twigs after given number of days				
		1st Application			2nd Application	
		5	13	120	6	20 39
1	Malathion—5% Dust	0	2.8	37.4	2.2	5.4 11.2
2	Ovotran—5% Dust	0	.4	28.0	1.2	.6 .4
3	Aramite—5% Dust	0	.4	35.0	3.6	2.6 4.4
4a	Mitox 20W—1 lb.3	1.8	42.4	—	—
4b	Guthion 25WP—1 lb.	—	—	—	3.2	10.4 39.6
5	Systox—1 pt.	0	4.6	30.8	.4	3.6 11.6
6	Chlorobenzilate 25W—3 lbs.	0	.4	28.0	.2	1.4 3.2
7	Diazinon 25W—3 lbs.	0	3.4	39.0	4.4	2.8 30.0
8	Kelthane 18.5%—1.5 pts.	0	0	1.4	0	0 0
9	Thimet 47.8%—2 pts.	0	4.6	33.6	0	.4 3.8
10a	Niagara 908 25W—2 lbs.	0	6.4	52.2	—	—
10b	Phosdrin Technical—2 pts.	—	—	—	4.0	13.2 26.4
11	Actaphene 50%—1 pt.	0	.6	5.2	0	0 .2
12	Carbide & Carbon 8305—1 pt.	0	1.4	17.2	4.4	11.6 28.8
13	Chlorthion 25W—3 lbs.	0	1.2	28.6	4.8	5.0 18.0
14	Trithion 25W—2 lbs.	0	.8	1.2	—	—
	Trithion 37%—1 pt.	—	—	—	0	0 0
15	Check	1	9.4	52.6	4.4	33.2 38.6

Part of an address on tree pests, these comments on "Mites on Evergreens" were presented by R. B. Neiswander, of the Ohio agricultural experiment station, Wooster, during the arborists' program given in conjunction with the Ohio short course at Columbus early this year.

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ILGENFRITZ NURSERIES, INC.
Monroe, Mich.

JACKSON & PERKINS CO.
Newark, N. Y.

KELLY BROS. NURSERY
Dansville, N. Y.

MARSHALL NURSERIES
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A. McGILL & SON
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Laurocerasus officinalis
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Elaeagnus fruitlandi
Elaeagnus simoni
Euonymus, small-leaved
Euonymus coloratus
Euonymus patens
Ilex crenata Biloxi
Ilex crenata convexa
Ilex rotundifolia
Ilex cornuta burfordi
Ilex Foster's Hybrid No. 2
Ilex cornuta femina
Ilex glabra
Ilex opaca, seedlings
Ilex opaca Arden
Ilex opaca Croonenburg
Ilex opaca East Palatka
Ilex opaca howardi
Ilex opaca Hume No. 2
Ilex vomitoria
Ilex vomitoria, dwarf
Jasminum floridum
Ligustrum lucidum nana
Ligustrum Suwannee River
Loropetalum chinense
Magnolia glauca
Magnolia grandiflora
Nandina domestica
Photinia serrulata
Viburnum burkwoodi

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Cornus florida
Cornus florida rubra
Euonymus alatus compactus
Magnolia nigra
Magnolia rustica rubra
Magnolia soulangeana

CONIFERS

Arborvitae, orientalis Baker
Arborvitae, orientalis Blue Cone
Arborvitae, orientalis Bonita
Arborvitae, orientalis excelsa
Arborvitae, orientalis newarkii
Arborvitae, fruitlandi
Arborvitae, American globosa
Arborvitae, American globosa compacta erecta
Arborvitae, Pyramidal American
Arborvitae, Dark Green American
Cypress, Blue Lawson
Juniper, Andorra
Juniper, chinensis procumbens
Juniper, excelsa stricta
Juniper, communis fastigiata
Juniper, hetzi glauca
Juniper, pfizeriana
Juniper, pfizeriana compacta
Juniper, pfizeriana nana
Juniper, virginiana repandens
Juniper, sargentii
Juniper, sabina
Juniper, chinensis Sylvestris
Juniper, sabina vonehron
Juniper, sabina vonehron, sheared globes
Juniper, sabina vonehron, sheared pyramids
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COMING EVENTS

MEETING CALENDAR

June 16 to 18—New Mexico Association of Nurserymen and Plains Nurserymen's Association, joint convention, La Fonda hotel, Santa Fe, N. M.

June 19 and 20—Missouri State Nurserymen's Association, annual convention, University of Missouri, Columbia, Mo.

June 25 and 26—Kentucky State Nurserymen's Association, summer meeting, Terrace motel, Audubon state park, Henderson, Ky.

June 26 and 27—Illinois State Nurserymen's Association, summer meeting, University of Illinois, Urbana.

July 7 to 9—Virginia Nurserymen's Association, summer meeting, Virginia Polytechnic Institute, Blacksburg.

July 21 to 25—American Association of Nurserymen, annual convention, Hotel Fontainebleau, Miami Beach, Fla.

July 29 and 30—Canadian Association of Nurserymen, annual short course, Ontario Agricultural College, Guelph, Ont., Canada.

August 3 to 6—Mississippi Florists' and Nurserymen's Association, annual convention, Buena Vista hotel, Biloxi, Miss.

August 6 and 7—Michigan Association of Nurserymen and Michigan Landscape Conference, joint summer meeting, Kellogg Center, Michigan State University, East Lansing.

August 11 to 13—Southern Nurserymen's Association and South Carolina Nurserymen's Association, joint annual convention, Fort Sumter hotel, Charleston, S. C.

August 11 to 13—National Mail Order Nurserymen's Association, annual meeting, Hotel La Salle, Chicago, Ill.

August 14—Pennsylvania Nurserymen's Association, summer meeting, Fairview Evergreen Nurseries, Fairview, Pa.

August 21—New England Nurserymen's Association, summer meeting, Boulevard Nurseries, Newport, R. I.

August 21 to 23—Florida Nurserymen and Growers Association, annual short course, University of Florida, Gainesville.

August 21 to 23—Ohio Nurserymen's Association, summer meeting, Onesto hotel, Canton, O.

August 22 to 24—Washington State Nurserymen's Association and British Columbia Nurserymen's Association, joint annual convention, Vancouver, B. C., Canada.

August 25 to 28—Texas Association of Nurserymen, annual meeting, Hilton hotel, San Antonio, Tex.

August 26 to 30—National Shade Tree Conference, Sheridan hotel, Philadelphia, Pa.

JOINT WEST CONVENTION

According to Horace V. Kershner, secretary of the New Mexico Association of Nurserymen, the organization will hold its convention jointly with the Plains Nurserymen's Associ-

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for the greatest rose season
we've ever had!"

—"Mike" Dering



Ample supply in view for 1958

It was the most! Thanks to our many friends, we have just concluded the greatest shipping season in our history. Believe us, we're glad it's over!

Prospects for another bumper crop this year are excellent. Our supply of "Pink Favorite"—which was depleted in a hurry this year—has been tremendously increased and should be ample for the 1958 season.

P&D INTRODUCTIONS

PINK FAVORITE Pat. No. 1523. Exhibition hybrid tea of deep rich pink. New type disease-resistant foliage. Gold Medal Winner in 1957.

BURNABY Pat. No. 1314. Exhibition hybrid tea with large classic buds of empire yellow. Gold Medal Winner in U. S. and England.

FORT VANCOUVER Pat. No. 994. Hybrid tea of light clear pink. Excellent fragrance.

THE DUKE Pat. No. 1522. Huge new bi-color hybrid tea of carmine red splashed with gold.

AMY Pat. No. 1455. Hardy floribunda of rich satin pink. Compact bush of medium height.

NEW FOR 1958

BLACK BEAUTY Pat. Applied For. New red hybrid tea. Color is so deep and rich it appears to be almost black.

ENCORE Pat. Applied For. Delightful new floribunda of shimmering silver pink. New type disease-resistant foliage.

P&D "Super Strain" Multiflora

(above) The secret strength of P&D Roses is in the superior Multiflora Root that has been developed after more than 20 years of careful selection. All P&D Roses are budded on this "Super Strain" Multiflora Root.

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ation June 16 to 18 at the La Fonda hotel, Santa Fe, N. M.

ANNOUNCES OHIO DATES

George L. Zeis, executive secretary of the Ohio Nurserymen's Association, announces that August 21 to 23 have been selected as the dates for the organization's summer meeting at Canton, O. Headquarters for the event will be the Onesto hotel, although the program, still in the planning stage, indicates that some of the meetings will be held at Meyers lake.

WASHINGTON PLANS

Lenora G. Walters, secretary-treasurer of the Washington State Nurserymen's Association, announces that the group's annual convention will be held August 22 to 24, in conjunction with the British Columbia Nurserymen's Association, at Vancouver, B. C., Canada. Marland Edwards, Meithe's Nursery, Tacoma, convention chairman for the W. S. N. A., is working on details of the meeting with the Canadian organization.

STORRS APPOINTMENTS

The plant science department of the University of Connecticut, Storrs, announces the appointment of Dr. Howard G. Applegate as assistant professor of floriculture and Dr. Sidney Waxman as assistant professor of ornamental horticulture.

Dr. Applegate will assist Connecticut greenhouse men through his research, initiated while he was a graduate student at Michigan State University, East Lansing, in both the fundamental and practical aspects of flower growing. He will also teach courses in floriculture.

Dr. Waxman will assist Connecticut nurserymen through research on woody plants, specifically, on the photoperiodic control of the propagation and growth of trees and shrubs. The commercial application of this research will be evaluated through outdoor experiments to be made at the university this year. He will also teach courses in ornamental horticulture.

CELEBRATING 10 years of operation, the Preston Nursery, Norwich, N. Y., held open house recently in its newly constructed store.

BARDY & BARNES NURSERY, Webster, Mass., in which Edmund Bardy and Herbert C. Barnes are partners, held its grand opening in April.

"A friendly, efficient sales service"

E. D. ROBINSON SALES AGENCY

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Bristol Nurseries, Inc.
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Azaleas

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Hemlocks, Ferns, Wild Flowers,
Trees, Shrubs.

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EVERGREEN TREE LINING-OUT STOCK

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This couple stopped shopping for nursery stock the minute they saw yours . . . thanks to the good, green difference made by Versenol® Iron Chelate.

So don't let them drive off without your "trade secret". Tell them you supplied available iron for vigorous growth and lush green foliage with Versenol. Explain how anyone who can use a teaspoon can measure out the small amounts of Versenol needed . . . to keep that yellow, iron-hungry look out of their yard and garden.

Versenol, you know, is the first form of chelated iron to perform well in either acid or alkaline soils.

Versenol is available in concentrated form for mixing with water or liquid fertilizers . . . or as Versenol Iron Chelate on Vermiculite for direct application or with dry fertilizers. When you order enough for your own needs, get the handy one-pound packages for your customers. THE DOW CHEMICAL COMPANY, Agricultural Chemical Sales Dept., Midland, Michigan.

BRUSH AND WEED KILLERS, SOIL FUMIGANTS, GRAIN FUMIGANTS, INSECTICIDES, FEED ADDITIVES, ANHYDROUS AMMONIA, DEFOLIANTS.

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Some varieties up to 3 ft. Please write for prices.

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A very choice, very hardy, low-growing evergreen, with shiny, dark green, convex, boxwood-like leaves. Grows fast into money, up to 2 feet, and there slows down. Ultimate size 3 feet high and 4 feet wide. Easier to grow than Yews and can be used in sun or shade. Sells on sight. Grows very dense and contrasts well with other evergreens. Makes the perfect low hedge. 6 to 8 ins., T.....15c. 8 to 10 ins., T.....20c.

Send for list of other unusual plants.

ALANWOLD NURSERY
NESHAMINY, Bucks Co., PA.

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One of the most complete collections of the better named varieties of American and English holly, 3 to 6-inch pots. Field plants, 2 to 5 ft. Send for list.

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FRUIT TREES

DWARF and STANDARD

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MALONEY BROS. NURSERY CO.
DANVILLE, N. Y.

COVER ILLUSTRATION

Acer Circinatum

The genus acer, from its numerous species and their forms, gives a wide choice of fine trees for many uses. Planters, as a rule, have not taken full advantage of this source; there are still many desirable maples not in general use. One must go to an arboretum or botanical park to see some of the species that should be much more widely known.

Acer circinatum, the vine maple, is a good little tree having many pleasing qualities. Rarely exceeding 30 feet in cultivation, with round-headed growth habit and usually more shrubby than treelike (it can be grown as a standard), this attractive plant makes a splendid lawn



Foliage of Acer Circinatum

specimen or accent spot in a shrub border. The flowers of the vine maple are of exceptional beauty; though small, they appear in clusters in early spring, and the white petals and larger purple sepals are a worthwhile sight. In late summer, the leaves become tinged with red, and the widespreading, red-winged fruit makes a pleasing contrast with the bright green foliage. In the late fall, the leaves range from pink to deep red and from light yellow to orange.

This species is hardy from British Columbia, in Canada, to California, is easily propagated from seeds and when grown as a standard makes a small tree of desirable qualities.

The cover illustration is from a photograph made by Gavaghan & Dobson, Rochester, N. Y. J. G.

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The **YORK RAKE** Model RE does these jobs better...faster!



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The York Rake is built for rugged service. The teeth are heavy-duty alloy spring steel, individually mounted on spring steel heads. The spacing between the teeth provides an ideal screening action for the most efficient raking. The Rake can be quickly adjusted to 5 forward and 5 reverse positions to give the proper raking angle for every type of working condition. The operator can raise, lower and tilt the Rake from the tractor seat. Model RE fits all tractors with a standard 3-point hitch. Smaller, lighter models for use with I.H.C. Cub, Lo-Boy and 100 Fast Hitch, Massey-Harris Pony and Pacer Tractors.

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Visitors welcome.

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OBITUARY**Henry Joseph Schnitzius**

Henry Joseph Schnitzius, 60, owner and operator of the New Augusta Nursery, New Augusta, Ind., died May 15 at Methodist hospital, of complications after surgery to rectify a hip injury of several years' standing. He was one of the leading nurserymen in the Indianapolis area for many years and was widely known in the trade.

A native of St. Joseph, Mo., Mr. Schnitzius had lived in Indiana for more than 40 years. He served as production manager of the Diamond Chain Co. and as a member of the landscaping staff of the Indiana state highway department before his hobby of collecting fine and unusual plants developed into a thriving business. He was president of the Indiana Association of Nurserymen in 1956, a member of the board of governors of the American Association of Nurserymen and a member of the Indianapolis Landscape Association.

A past commander of the Broad Ripple American Legion post, he was also active in other civic and welfare groups in his community. Survivors include his widow, Hazel Life Schnitzius; two daughters; his father; four brothers, and two sisters.

William Wells

William Wells, 89, founder of Cumberland Nurseries, Millville, N. J., died suddenly at home May 7. With his parents he had come to the United States from England at the age of 16, when he started work at Robert Nicholson Nursery, Chestertown, Md. He later worked at J. T. Lovett's, Little Silver, N. J., and at the Bloodgood Nurseries, Flushing, N. Y. He remained at the last-named nursery 23 years before establishing the Cumberland Nurseries with his two sons in 1919.

Michael Closky

Michael Closky, owner of Darlington Nurseries, Pittsburgh, Pa., died May 14 at Montefiore hospital, Pittsburgh, at the age of 53. A writer on nursery subjects and a member of the Pennsylvania Nurserymen's Association, Mr. Closky had taken over management of the nursery from his father, who started it 50 years ago.

Survivors include Mr. Closky's widow, Bess; three daughters; two brothers, and four sisters.

NURSERY STOCK

1957-1958 Season

Red-leaved Barberry, seedlings
Cydonia japonica, seedlings
Cornus florida, seedlings
Euonymus alatus compactus, liners
Forsythia Spring Glory, liners
Hydrangea arborescens grandiflora
Taxus, in variety, liners

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10,000 Red Barberry, 2-yr., S.,
9 to 12 ins.
2500 Red Barberry, 2-yr., S.,
12 to 18 ins.
2000 Chamaecyparis plumosa aurea,
2-yr., T.
1000 Euonymus patens (small-leaved),
2-yr., T.
1000 Ilex glabra, 2-yr., T.
200 Prunus kwanzan, 1-yr., whips,
2 to 3 ft.
350 Prunus kwanzan, 1-yr., whips,
3 to 4 ft.
5000 Taxus cuspidata, 2-yr., T.
5000 Taxus cuspidata brevifolia,
2-yr., T.

VERKADE'S NURSERIES
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LATEST REPORTS from growers currently using GIBREL state that this new growth regulator promotes more uniform flowering, larger blooms, more vigorous growth, significantly earlier maturity... Treatment with GIBREL increases the market value of plants...cuts production costs because it saves growing time.

GIBREL WILL NOT burn foliage or otherwise injure plants... It is not poisonous and there are no fumes to affect adjoining plants.

EXTENSIVE TESTS conducted by Merck on geranium plants showed that GIBREL produces flower heads double normal size... Even on white geraniums these results were consistently good.

GIBREL SPRAYED on African violet plants elongates petioles, producing a bigger, more vigorous looking plant... Flower stems become more upright affording better display of blooms...Preliminary observations indicate heavier, more uniform blossoming.

MANY GROWERS are using GIBREL to step up the rate of plant maturity for shorter growing periods and faster sales turnover.

EXPERIENCE SHOWS that biennials which normally require a cold period to flower, respond to GIBREL by flowering like annuals in the first year... When seedling Canterbury bells and foxglove are sprayed with GIBREL, the plants flower a year ahead of schedule.

GIBREL is ALSO being used successfully to advance flowering and promote more vigorous growth of many annuals, cuttings and transplants.

THE FOLLOWING COMPANIES are now marketing formulations with GIBREL: American Chemical Paint Co., Ambler, Pa.; Carac Corporation, Mountain View, N. J.; Doggett-Pfeil, Springfield, N. J.; Garden Research Laboratories, New York, N. Y.; Gard Industries, Inc., Wilmette, Ill.; Haviland Agricultural Chemical Co., Grand Rapids, Mich.; Miller Products, Portland, Ore.; Nott Manufacturing Co., Inc., Mount Vernon, N. Y.; Pearson-Ferguson Chemical Co., Kansas City, Mo.; Plantabbs Corp., Baltimore, Md.; Plant Products, Inc., Blue Point, N. Y.; Rainbow Color and Chemical Co., Northridge, Calif.; Rose Manufacturing Co., Beacon, N. Y.; Science Products Co., Inc., Chicago, Ill.; Stern's Nurseries, Geneva, N. Y.; Triangle Chemical Co., Macon, Ga.

*GIBREL is the trademark of Merck & Co., Inc. for its plant growth substance.

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HOLLY RESEARCH PLAN

At its 10th anniversary meeting in April, the Holly Society of America approved the recommendation of its research committee and voted to sponsor a program of research into the nutritional requirements of holly.

After studying the outlines for research proposed by three state universities, the society has deemed it most practical to start the initial phase of this program at the University of Delaware, Newark. Upon completion of this laboratory phase, which will require two years, it is planned to expand the research by testing the knowledge gained under field conditions in several regions — the south, the east, the west coast and possibly some central state.

The species to be studied will be American holly, *Ilex opaca*; Chinese holly, *Ilex cornuta*, and English holly, *Ilex aquifolium*. If the financial support is available, research will also be conducted with Japanese holly, *Ilex crenata*. The breadth of this program will make its findings of value to all who grow holly, either for profit or fun.

To be truly effective this program is expected to require at least three years and \$12,000. Financial support for the effort is currently being sought among the personal and sustaining members of the society. Ralph L. Dodge, chairman of the research committee, in announcing the research plans, has suggested a schedule of average contributions which, if donated by all members, will carry the program easily. He suggested that personal members contribute \$2 annually for three years, for a total of \$6 each, and sustaining members contribute \$12 annually, for a total of \$36 each. The research committee is exploring the possibility of obtaining financial aid from certain foundations, also. It is hoped to start the program in July of this year.

PLANTING was begun this spring at the new Goode's Nursery, 410 Lillian drive, Sikeston, Mo.

FIRST prize winner in its division was the small garden displayed by Four Ponds Nursery, Inc., Clinton, Mass., at the spring flower show of the Worcester County Horticultural Society held recently at Worcester, Mass.

STANLEY PASIECZNIK is planting 10 acres which he owns at Byram, Conn., with lining-out stock of evergreen and deciduous trees and shrubs for future wholesale selling. He plans to operate as the United Nursery.



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HERBICIDE-1
... FOR WEED CONTROL
ECONOMICAL!

3 lbs. controls weeds on one acre for 3 to 6 weeks!
\$2.15 per lb. (2-lb. bags)
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Taxus, Ilex and other Ornamentals.
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Outstanding assortment.
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AZALEAS — hardy American and Asiatic.
TAXUS — the better varieties.

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QUALITY STOCK GROWN BY US

Roses, Azaleas, Evergreens, California Privet, Green Barberry, Red Barberry (fine strain).

Seedlings and transplants.
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Upright, 6 to 14 ft.
Also Other Varieties of Taxus.

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and Transplants
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HERBICIDE-1

PAYS MANY WAYS!

**Saves \$80
or more
per acre**

You save hand weeding and hoeing in the rows. Sesone (formerly called Herbicide-1) cuts hours of hand work and can save \$80 or more per acre. It controls most annual weeds that infest nursery plantings, including weeds that are a problem in cool as well as hot weather.

**Kills weeds
as they
sprout**

You knock out weeds at their weakest with CRAG Sesone. It kills sprouting seeds of most broadleaf and grass weeds before they can rob your nursery plants of water, plant food, and sunlight. Weed control with Sesone enables field and lined-out stock to grow faster.

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CRAG Sesone becomes active only when it makes contact with moist soil. You spray it right over established nursery stock for excellent weed control in the rows. Use Sesone to prevent weeds in roses, ilex, yew, spruce, pine, boxwood, privet, phlox, gladiolus, daffodil, iris, lily, and many other plants listed on the package label.

**One
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3 to 6 weeks**

You can avoid the constant search for hand labor to do weeding by using CRAG Sesone. Just spray it on after the first cultivation. Get weeks of effective weed control. Then when weeds begin to show, cultivate and apply Sesone for another three to six weeks of economical weed control. Irrigate lightly if the soil is dry.

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Get CRAG Sesone now in 2-lb. bags or 50-lb. Fiberpak drums. Sesone saves you work, worry, and expense!

"Crag", "Union Carbide", and "Sesone" are trade-marks of Union Carbide Corporation.

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THIS BUSINESS OF OURS

Reflections on the Problems of Nurserymen

By E. Sam Hemming

MISHAPS

I have always been slightly apprehensive that, in the rush of the planting season, one of our crews would tear out the old plants and put in new landscape material at the wrong house, but it has never happened yet. All of us, though, have had little mishaps and misadventures that have been both embarrassing and more or less expensive. In retrospect, they are usually funny.

Our nursery's nearest approach to planting the wrong place occurred when the planting crew went to one customer's home while I went to the home of another customer with almost the same name 15 miles away and both of us wasted half a day before we finally got together.

Considerably more expensive was the occasion when our men were moving a large tree across a lawn. They carefully wrapped the trunk of a medium-size tree growing on the lawn and attached tackle to it so that they could move it on planks and rollers. As soon as pressure was applied, the tree fell right over. Upon examination we found a severe girdling root restricting the trunk below ground to a diameter of about five inches. Oddly enough it was not apparent in the foliage and, although the tree would have died soon even if left undisturbed, there was nothing else to do but put in another 12-inch tree.

Costly Kindness

Nearly all customers appreciate it when you correct minor details in their plants, yet after a rather severe lesson I no longer do it indiscriminately. Often when I saw a plant with a bad twig or with an ungainly shape I would go ahead and correct the condition. On one occasion, as I was walking around the lawn with the lady of the house, I noticed an awkward small low branch on a ginkgo and I took my clippers and pruned it off. I doubt if I have ever seen another man so furious as the woman's husband when he saw what had been done. Furthermore, I had to find another 3-inch ginkgo as nearly like the originals as possible.

In my home town there is a railroad underpass with a clearance of only nine feet three inches. In spite of warning signs in letters two feet

high, trucks continue to have accidents there, some of them tragic. It would be thought that being constantly reminded of such a hazard, one could not possibly overlook it, but when I was a crew foreman I took a handsome beech tree under the same bridge and really fixed that tree.

While our nursery has been rather fortunate with underground utilities, we have, on occasion, put a pick through a terra-cotta pipe and cut a wire and a fuel oil pipe line. Most of the accidents have been unavoidable or occurred because we were not warned when we should have been. Once, as they were digging a hole, our men came upon a wad of twisted

and tangled wire and, thinking it just rubbish, they carefully dug it up and cut it loose. It was the underground telephone wire. The linesman, thinking to avoid an underground splice, had wadded his surplus near the house and buried it. When we were through with it, it certainly needed splicing.

Into the Unknown

Some time ago, when my father was working for the old Meehan Co., Germantown, Pa., he boarded the train for Trenton, N. J. When he arrived in Trenton he realized he had not the vaguest idea whom he was going to see. There was nothing for him to do but call the office by what was then long distance. When he got the office and explained, he heard his associate bellow "Haw! Haw! Haw! Hemming wants to know where he is going."

One afternoon I had an appointment with a man, coming from New York to meet me at his summer home on Chesapeake bay, 50 miles from

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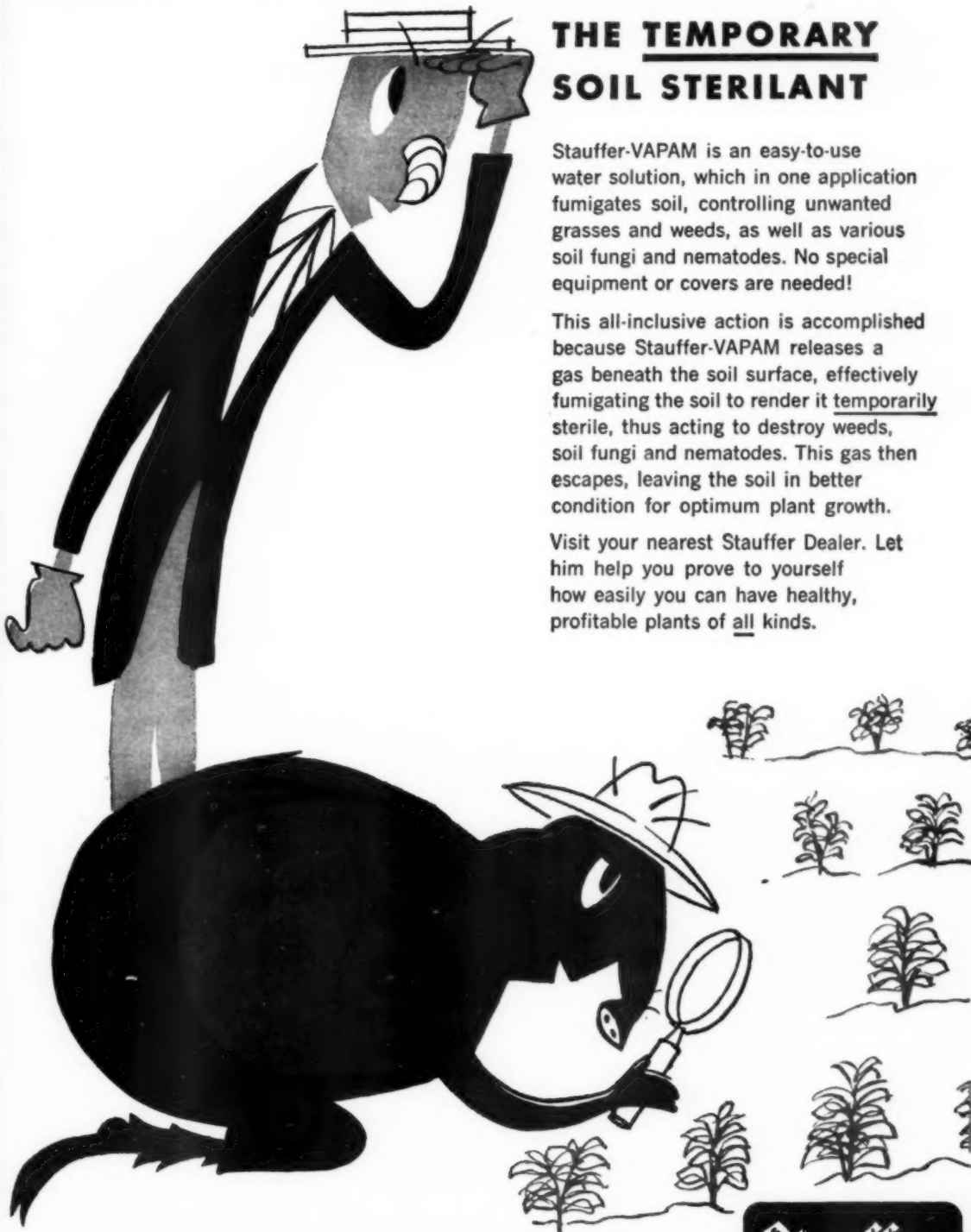
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the nursery and away from the telephone. I had never been to the place before, the property was not marked and I could only locate it by the description he gave me in his letter. Upon coming to what I assumed was the right place, I drove to the house, there to find a caretaker. I asked him if Mr. ——— had arrived, calling him by name. The caretaker replied that a letter had just arrived saying he was detained and was not coming for several days. I turned around and went home, only to get an angry letter a day or two later from the man I was supposed to meet. I had missed the right place by less than an eighth of a mile and learned later the caretaker to whom I had spoken was stone deaf.

I am willing to bet that all nurserymen have had similar funny mishaps, some of which might be worth repeating. No matter how diligent and careful one may be, these things will happen.

IOWA RAINS CAME

Wayne Ferris, of the Earl Ferris Nursery Co., Hampton, Ia., wishes to add a postscript to his spring season report, which appeared with other mail-order sales reports in the June 1 issue of the American Nurseryman.

Mr. Ferris had noted in his earlier letter (May 4) that a northern Iowa drought was slowing business. Writing again May 21, he reports a change in the weather: Thirteen days of rain—totaling nearly five inches—put an end to the dry spell.

KANSAS TORNADO REPORT

John J. Pinney, of the Willis Nursery Co., Ottawa, Kan., reports the nursery suffered only minor damage from the disastrous tornado that ripped through Kansas May 20. He writes:

"Our fields and buildings escaped entirely, although the center of the tornado was scarcely a half mile away from our greenhouses. From the information we have received, it

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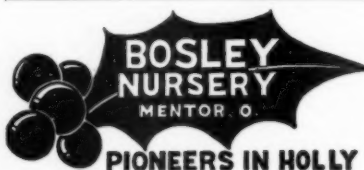
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Especially designed for those who have not handled Dutch bulbs previously. Save money by buying your bulbs in these collections.

COLLECTION NO. 1

650 Tulips **\$24.00**
(List price \$25.30)

200 Bartigon, red
100 Golden Harvest, yellow
100 Princess Elizabeth, pink
50 White Queen, white
50 Dillenburg, orange
50 Queen of the Night, deep purple
100 Mixed colors, all shades

650 bulbs; cost \$24.00; sell for \$40.00.
(Retail for 75c per dozen. Your markup, 40%)

COLLECTION NO. 2

1000 Bulbs **\$31.00**
(List price \$32.65)

450 Tulips (same assortment as in Collection No. 1)
100 Daffodils King Alfred—(Retail at \$1.00 dozen)
250 Crocus, mixed colors—(Retail at 60c doz.)

1000 Bulbs; cost \$31.00; sell for \$61.50.
(Your markup, 49%)

ALL THE ABOVE BULBS ARE PACKED IN SACKS WITH PICTURES OF THE BLOOM IN COLOR. COLORFUL DISPLAY POSTER FURNISHED WITH EACH ORDER. RESERVE YOUR BULBS NOW FOR SHIPMENT IN SEPTEMBER.

COLLECTION NO. 3

1550 Bulbs **\$51.75**
1100 Tulips (List price \$54.48)

150 Bartigon, red
150 Pride of Haarlem, cerise
100 Farncombe Sanders, scarlet
100 Princess Elizabeth, pink
100 Clara Butt, salmon-pink
150 Golden Harvest, yellow
50 Scotch Lassie, bright purple
50 Pride of Holland, yellow-bordered red
50 Dillenburg, orange
50 Queen of the Night, deep purple-black
50 White Queen, white
100 Mixed colors, all shades

250 Crocus
7 to 8-cm., mixed colors
(Retail at 60c dozen)

100 Hyacinths
15 to 16-cm.
(Retail at 15c each)

25 Red 25 Blue
25 Pink 25 White

100 Daffodils
King Alfred—No. 1 Round
(Retail at \$1.00 dozen)

1550 Bulbs; cost \$51.75; sell for \$104.55.
(Your markup, 51%)

Imported from Holland.
Reserve your order now for early fall delivery.

The Easy Way
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WILLIS' Improved
TULIP DISPLAY BOX
25 Dozen (300) First-Size
DUTCH TULIP BULBS

in 6 most popular varieties

Bartigon, bright red.
Golden Harvest, yellow
Princess Elizabeth, pink.
Dillenburg, salmon-orange.
The Black Tulip, darkest shade
White Queen, pure white.



Packed in a strong, sunny-yellow display box, beautifully embossed and decorated in bright, attention-getting red. Shows up wonderfully in both daylight and artificial light.

COST—\$14.00 per box, F.O.B. Ottawa, Kan.

SELLS FOR \$25.00 to \$30.00 (10c each or as low as \$1.00 per dozen).

MARKUP—44 to 53 per cent.

DELIVERY—September.

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PICTURES—Full-color pictures illustrate each variety.

TO DISPLAY—Just open the box and place on counter.

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Box 9 1/4 x 6 x 20 ins. Takes only 195 sq. ins. of counter space.

We feature a complete line of imported fall bulbs. If you do not have our price list, we will be glad to send one on request.

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QUALITY STOCK

Andorra Juniper Outdoor plants in full sun. 6 to 10 ins.	Each \$0.06
Blue Hets Juniper 6 to 10 ins.	.07
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Burk Juniper, upright Outdoor plants in full sun. 6 to 10 ins., bare-root. Less than 300, add two cents per plant.	.14
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Euonymus coloratus Outdoor plants in full sun. 8 to 10 ins.	.03 1/2
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Pyracantha lalandi Outdoor plants in full sun. 5 to 6 ins.	.05
Teucrium chamaedrys	.04

See classified ad under lining-out stock for other items. Less than 300, total order, add two cents per plant.

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Seedlings - Transplants
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appears that the nurseries in the vicinity of Kansas City also escaped unharmed."

ILLINOIS RESEARCH

"Research Progress at the Illinois Agricultural Experiment Station" is a 143-page summary of the \$6,000,-000 research program conducted at the University of Illinois' experiment station, Urbana, during the 2-year period ending June 30, 1956. The report of each department's activities during the biennium is made up of four sections: A brief survey, summarizing significant findings and promising lines of research; a list of all projects completed and in progress; a list of articles by staff members and the publications in which they were printed, and short summaries of doctors' theses presented in the department.

While the horticulture department was concerned largely with studies in the vegetable and fruit fields during the period covered by the report, its work in rose and carnation nutrition and chrysanthemum breeding is recorded.

NEW GAIL BORDEN ROSE

Gail Borden, a new hybrid tea rose to be introduced this summer by Jackson & Perkins Co., Newark, N. Y., is named after the founder of the 100-year-old milk company and was produced by the German hybridist, Wilhelm Kordes. The flowers are bicolored, finishing a warm pink when fully opened. The outside of the petals in the bud and half-open stage are a soft yellow shade, which finally disappears as the pink dominates.

The slowly opening buds are of the popular high-centered type and are borne on long, sturdy stems. The flower is five and one-half to six inches in diameter. Gail Borden is a tall plant with excellent dark green foliage, which sets off the flowers to good advantage. The foliage is unusually resistant to the ordinary ills of roses.

BRECK'S GARDEN CENTER, Paramus, N. J., has closed.

HARRY P. RIGDON, a former nurseryman and more recently an Oklahoma state extension forester, has joined the sales staff of Sneed Nursery Co., Oklahoma City, Okla.

BLAKE TETIRICK, former partner in the Tetirick Nursery, Ponca City, Okla., has resigned as northern Oklahoma representative of Capitol Gardens, Oklahoma City, and is moving to Renton, Wash.

PHILADELPHUS AUREUS

Well-established pot plants from last year's propagation. Many of our customers grow these pot plants into salable finished plants during the first summer.

	Each	Each
	100rate	1000rate
2-in. pot plants.	.20c	18c

Ready to ship immediately.
Minimum order 100 plants, please.

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Amur River Privet, all sizes up to 3 to 4 ft., 3-yr., twice cut back.

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Special price quantity lots.

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GOLDEN VICARY PRIVET

Lovely, solid, golden-leaved variety. Extremely adaptable for a striking border. Retains full golden color from spring to fall. Beautiful for rose bed borders. Should have full sun.

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You're bound to cross the profit line a winner when you feature Armstrong-grown roses. Armstrong California-grown roses transplant anywhere, take off like scared helicopters and keep right on growing. Rigorously graded and handled with extra care, they assure customer satisfaction. Better reserve your share of our 1957-58 crop now. Write today for our wholesale list.

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PLANT NOTES HERE AND THERE

By C. W. Wood

Malva Moschata

A correspondent complains that, although he has repeatedly grown the musk mallow, *Malva moschata*, from seeds and bought plants from other nurserymen, he has been unable to detect the musk scent in any of his plants. Neither have I. I do not know how far back in plant history one would have to go to find the reason for the plant's specific name, but it must be a long way, for I find no reference to it in modern literature. Nevertheless, its long blooming season, from May until early autumn, if seeds are not allowed to mature and it does not become desert dry, is sufficient reason for its culture. Gardeners are especially interested in plants with a long blooming season which are, at the same time, of easy culture. The musk mallow fills both these categories.

In addition to those recommendations, it is really a beautiful plant, with its foot-tall mounds of finely divided leaves and pretty mallow flowers in shades of pink and in white. It is easily grown in any sunny spot that is well drained. It is, in fact, a plant of wide usefulness where a plant of its height (two feet) and color (white through shades of pink) can be used.

Dalea

An Oklahoma correspondent wrote recently giving a careful description of a west Texas shrubby plant which I make out to be *Dalea frutescens*, a member of the desert-inhabiting legumes of North and South America, several of which grow in the more temperate parts of western deserts. The group includes *Dalea spinosa*, a tree which is said to grow to 25 feet in height in the Colorado desert. But it must take a long time to attain that height, for it never has many leaves, and they last only a short time.

I have gone over my old note carefully and find only one reference to the plant described by the Oklahoma reader. The note was made in 1934, evidently after the plant had died during the cold winter of 1933-34 and at the end of an active interest in southwestern plants. It reads in part as follows: "*Dalea frutescens* (*Parosela frutescens*, as it is sometimes called) is a small Texas legume of two feet or less, which looks to the

casual observer like a miniature mimosa tree, with its small, pinnate (about 15 leaflets) leaves. Actually, it grew less than a foot tall in my trials, but it had the long season of flowering mentioned by Texans, producing rosy-red and white, pea-shaped flowers during most of the summer." The note does not say how long it lasted here in northern Michigan, but it must have been several years before the severe cold took it. I should expect it to be entirely hardy anywhere in Oklahoma and perhaps in most of the country except the extreme north.

White Bleeding Heart

I receive several inquiries every spring and summer for a plant that

will produce white flowers in shady situations in summer. This time there are seven inquiries on the desk simultaneously.

For white, summer blooms in the shade, I know of nothing better than the white form of *Dicentra formosa*. In fact, it is one of my favorite shade-loving hardy plants. It blooms from June until frost, not sparingly but profusely; its ferny foliage is ornamental from the time it appears in spring until frosts cut it down in autumn, and it is easily satisfied in any shady spot. I found in my trials that it should be divided at least every third year and reset in fresh, leafy soil, for the fleshy roots soon exhaust the topsoil and perhaps themselves by their prodigious pro-

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4 to 5 ft., B&B.....	3.50

Compactus

18 to 24 ins., B&B.....	1.25
24 to 30 ins., B&B.....	1.50
30 to 36 ins., B&B.....	2.25



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Evergreen Liners
Bleeding Hearts
Ornamental Shrubs
Fruit Trees
French Lilacs

Philadelphus Minnesota Snowflake
(Plant Patent No. 538).

Send for list.

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Growers of Fine Perennials and
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Wholesale growers of a
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the best landscape plantings.

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Wholesale growers of the best
Ornamental Evergreens
Deciduous Trees
Shrubs and Roses

Write for our current trade list.

The Kallay Brothers Co.
1251 Madison Ave. PAINESVILLE, O.

duction of flowers. It is easily propagated from divisions in early spring.

Anarrhinum

An inquiry asking if any of the anarrhinums would be useful as garden material in eastern Pennsylvania finds me rather uncertain as to how it should be answered. In the first place, the names are little used for garden material; so one can seldom be sure of what he is getting when he orders by seedsmen's listings; in the second place, one should go into the venture knowing that he will be working with biennials, but that should not detract too much from their value to a gardener, for the plants usually self-sow freely.

Remembering these facts, I can do no better, I believe, than give part of an account on the subject which I find in one of my 1938 notebooks.

"It is encouraging, then," it reads, "to see two kinds, *Anarrhinum bellidifolium* and *A. crassifolium*, listed in a catalog this spring. The average neighborhood grower would not need both kinds, and so far as I can see there is little choice between them. (A 1957 insert: After further trials they proved to be identical.) In either case, one finds wiry stems up to 20 inches, set along their length with small blue snapdragons, usually with a whitish limb. The performance commences in late spring and continues until late summer or even autumn under good culture, never spectacular from single specimens, but very pleasing when grown in large groups in the hardy border or in front of shrubs, always in sun for best results.

"They should not be grown with the expectation of something showy; rather with anticipation of useful landscape plants of quiet charm—useful because of ease of culture, a long blooming season and an unobtrusive color. Although spoken of by some as perennials, all that I have grown in northern Michigan were either biennials or short-lived perennials. Easy from seeds and easily grown in any well-drained, sunny spot."

Alpine Ragworts

An inquiry from Connecticut reads as follows: "Would you care to give us an appraisal of the mountain senecios? Older men in the trade tell me they are quite impossible in this climate, but I have had good success with *Senecio tyroliensis*."

The alpine ragworts of garden value may be conveniently divided into two classes, one, creepers, generally with downy gray or white (accent on downy) foliage, and the others, little bushes, often with finely

Protect valuable nursery and park ornamentals from

MITES with ARAMITE!



Year after year, destructive mites cause browning and withering of shrubbery, flowers and shade trees, requiring frequent trimming and pruning and eventual replacement. Now, with Aramite, you can protect the beauty of these ornamentals and avoid considerable labor and replacement costs. And today's safest, strongest mite-killer costs very little. Aramite gives outstanding control of European Red Mite, Spruce Mite, Two-Spotted Mite and most other mite species. Compatible with most insect and fungus-killing chemicals, with longer residual. Non-hazardous to humans and animals.

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Early Red Freestone
Golden Jubilee
J. H. Hale
Indian
Keystone
Krummel
Mayflower
Late Elberta
Ranger
Redcap
Red Globe
Redhaven
Redskin
Rio Oso Gem
Shipper's Red
Slappey
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Sunhigh
Triogem

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WAYNESBORO, VIRGINIA



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STOCK and LINERS**

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RICHMOND, VA.
5 miles west of city on Broad St. Road

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Forsythia
Brand-new giant-flowered forsythia developed by the Arnold Arboretum.
Pot liners, \$20.00 per 100;
\$180.00 per 1000.

BEARDSLEE NURSERY PERRY, O.

Bentley's HARDY PLANTS

QUALITY—SERVICE
Perennials a Specialty.
2550 Mentor Ave. MENTOR, O.

AMERICA'S BEST SOURCE FOR HARDY PLANTS

Write for Trade List MENTOR, OHIO

Wayside Gardens

cut leaves. The former class, which includes *S. boissieri*, *S. carniolicus*, *S. incanus* and *S. uniflorus*, all with orange-yellow flowers on stems to four inches in height in late spring, is generally difficult to grow in the climate of the eastern United States.

Perhaps one is justified in saying that alpine senecios need more care than their beauty warrants. The chief attraction of the foregoing kinds and others of the mat makers is their cushion of downy, silvered leaves. That is also their greatest handicap, however, for it makes it necessary that they should be shielded from damp while their roots are always supplied with moisture. These requirements put them out of bounds for the casual gardener, of course, restricting the market to a small group of enthusiasts.

On the other hand, most of the little bushes are of fairly easy culture if given a sunny or partly shaded spot (partly shaded, I believe, in hot climates) in a soil containing moisture-holding leaf mold to carry them through dry weather. They will need some attention during long dry periods, as do most alpine garden value but, generally speaking, they should be able to take care of themselves. Of this class, *S. tyrolensis* is a brilliant example. It makes a tiny bush, clothed in deeply cut leaves, and in June covers itself with bright orange daisies.

The first class is probably best propagated by division, while the latter may, perhaps, best be grown from cuttings. Take the cuttings in early spring, before flowering, and root in an ordinary frame, where moisture and humidity are under control. If seedage is practiced, sow fresh seeds in an outdoor frame in autumn.

Gilia Nuttalli

A Kentucky reader writes as follows: "I have the chance to secure seeds of *Gilia nuttalli* and think I have customers for about 100 plants of it. Do you think it would be advisable to offer it to gardeners in this state?" If I were operating in Kentucky and had customers who would be interested in that kind of material, I should certainly offer it to them. But I should dislike to tell our correspondent to do so without knowing more about his growing conditions and the qualifications of his clients. I can, however, make some qualified recommendations by quoting a note made in northern Michigan in the fall of 1937, which reads, in part, as follows:

"The little-known *Gilia nuttalli* is, in some ways, one of the prize recruits to this garden during recent

Ozark
NURSERY COMPANY

- FRUIT TREES—Standard and Regular
- SMALL FRUITS—Grapes and Berries
- ORNAMENTAL and SHADE TREES
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OZARK IKE Says:

"All fields under irrigation. Delivery service to your door. Mechanical digging assures entire root system.

Evergreens individually tagged for size and variety. B and B stock burlap treated to prevent rot. 125' x 160' cold storage for stock. Radio equipped field trucks speed service."

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Broad-leaved Coniferous Evergreens

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PERENNIAL SPECIALTIES
VERONA GARDENS

Th. Grevers
Wholesale Grower
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SEMME'S NURSERIES

AZALEAS - CAMELLIAS
and other choice evergreens

Wholesale Catalog SEMMES, ALA.

SEEDS

Collectors of Tree, Shrub and Wild Flower Seeds

Crude Drugs and Ornamentals

E. C. MORAN, Stanford, Mont.

years. A more positive statement cannot be made, because the plant tends to be short-lived in the north and is not quite so easily satisfied as most of the gillias. However, one could scarcely expect so frail-looking a plant to bloom all summer, as this one did under good culture, and carry on year after year. Even if it lasts no more than two or three years, its lovely pure white phlox-like flowers with yellow throats on stems about four inches in height over clumps of green needles would make it a worthwhile venture for the enthusiastic gardener." In my trials it grew best in a lean sand, with just enough leaf mold in it to supply nourishment, with moisture at the root in dry weather and a lightly shaded situation.

Globe Daisies

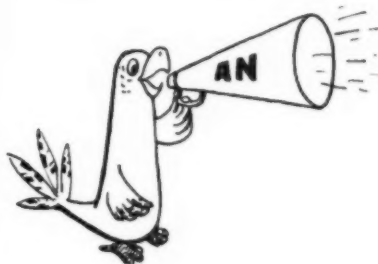
Another inquirer asks for a note on globe daisies, with a thought or two that he can amplify in his sales literature, and a suggestion as to a kind or kinds to stock. The mat-making kinds are those of greatest importance, making useful garden plants because of their pretty foliage effects. The foliage is the reason, I suppose, for experienced gardeners' growing them despite the fact that most kinds are light bloomers in northern climates. That is all the more reason to put one's time and faith in *Globularia bellidifolia*, the best bloomer among the mat makers that I know. It makes a close, ground-hugging mat of small, glossy, dark green leaves on which sit many lovely "blue puff balls" on 3-inch stems in late spring. Culture is simple in any sunny, well-drained soil, preferably in full sun in northern Michigan, though it endures light shade with good grace. Propagation is easy from divisions or cuttings.

Day Lily Firethorn

Although I am not easily excited by a rose-colored or red day lily, it was not difficult to warm up to the new red variety, Firethorn, when I saw it in a friend's garden late last August. I was told then that the large, recurved flowers of rosy red on 3-foot stems, each petal with a creamy stripe, had been coming since the first week of July. And that is a good performance from any day lily.

Erigeron Wuppertal

A correspondent asks for a report on the new erigeron, Wuppertal, which he says is available in this country. I regret that I know nothing about this fleabane except that I have been told by two or three correspondents that it is the best and most distinct variety to date. When it



LAST CALL

**Copy Deadline
June 20**

1957 SPECIAL A. A. N. CONVENTION NUMBER

to be published July 15

This year's special issue promises to break all records. Already 24 pages in color are on the presses, and space reservations for black-and-white advertisements are running high. These advertisements will receive peak readership because readers will be looking forward to the special editorial material the issue will contain. Feature stories on the convention city of Miami Beach, Fla., and tourist attractions in that state; the Florida nursery industry; experimental and research work being carried on by the Florida state experimental station at the University of Florida, Gainesville; history of Florida Nurserymen and Growers Assn.; the Fairchild Tropical Garden; who's who on the convention committees, and other articles for nurserymen of general interest are being prepared.

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Seedlings only of the Peter Lul strain, 2-yr., br., 18 in. to 5 ft. Also, a special selection of Nanking seedling progeny in 2-yr. trees. Your inquiries invited.

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Wholesale catalog on request.

PEARCE SEED COMPANY
 Dept. N, MOORESTOWN, N. J.

is said of a fleabane that its color — blue lavender in this case — stands out, it means something in a race of rather dull shades. Another recommendation is that the flowers are said to be larger than in other named erigerons now on the market.

Iris Lynn Langford

There are so many lovely modern iris varieties that one would be foolhardy to pick out any as the best. Certainly, that is not what I intend to do in the case of Lynn Langford, which has been on the market for about 10 years, but it is so unobtrusively lovely that I should like to call the attention of neighborhood growers to it. Any iris specialist is probably already an admirer of its large, lavender-pink flowers. Growers who are not specialists may have missed it because it has not had the publicity that others of recent years have enjoyed. The catalogs call it lavender pink, but to me it is far more than that, because its contrasting yellow sets off tones not included in the lavender-pink color term. The exact color is not easily described. Anyway, it is a lovely color, which will please most clients, I am sure.

MORE SOUTHERN REPORTS

Texas Rain Problem

A rate of business well above that of last season, but brought down sharply by heavy rains in March and April, is reported by Steve Verhalen, secretary, Verhalen Nursery Co., Scottsville, Tex. He writes:

"Our shipping season ended rather abruptly when all the rains started. We found that the rains were universally heavy and continuous throughout our general shipping area. They held sales to last year's average, or, in many cases, caused them to be less, both retail and wholesale. Business had been clipping along month by month at a satisfactory increase over last season, but March and April did not show the gains of the other months.

"It appears that many of the retailers are adequately stocked and may even carry a full supply, or at least a larger than usual inventory of stock, through the summer. If the weather does not turn too hot too soon we may still be able, with all the moisture now available, to make enough sales to bring up the spring averages.

"As regards the supply of stock, there were, of course, the few shortages which we experience every season. There were also some surplus items.

"Prices did not get shaky; in fact,

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Per 1000

VINCA MINOR (Myrtle Vine)
 Made-up clumps,
 10 to 15 leads.....\$35.00
 Liners 10.00

LONICERA (Hall's Honeysuckle)
 Heavy clumps, 2-yr..... 50.00
 Medium clumps, 1-yr..... 35.00
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Wholesale Growers

Evergreens, Trees

Deciduous Shrubs, Roses

Send us your want list

CUMBERLAND VALLEY NURSERIES, INC.

Wholesale Growers of Dependable
 Fruit and Flowering Trees

Write for latest price list.

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McMinnville, Tenn.

CANNED PLANTS

Build profits with Wight's container-grown
 evergreens. Wide assortment, including
 Ilex, Magnolia, Camellias, Pyracantha.
 Ask for wholesale list.

Wight NURSERIES CAIRO, GA.

PYRACANTHA LALANDI

Beautiful plants from 2 1/4-in. pots.

Ready for the field or containers.

18 1/2¢



GRESHAM'S NURSERY

DIAL: 82-5689 — Night Phone: 82-5680,

R. F. D. 9, RICHMOND 25, VA.

a number of people have begun to realize that a low price does not necessarily bring more sales or more customers. It is more apparent every day that the public is attracted to quality plants, a well-kept yard and a well-rounded variety of stock. The upsurge in new yards offering a more complete line of gardening supplies indicates that nurserymen are more aware that good merchandising practices make for better sales and bigger profits.

"Summer selling has become more prevalent each year, and I believe that this season, because of the slower spring, the retailer will seek all the sales he can during the summer."

Oklahoma Planting Delayed

"Excellent sales in specimen evergreens and shade trees and juniper grafts have highlighted a season plagued by fire and rain at the Sneed Nursery Co., Oklahoma City, Okla., according to J. Frank Sneed. His report follows:

"We have certainly had an unusual season, with a dry fall, a misty, cold winter and two and a half months of rain from March into May. Retail sales have been delayed, and, if weather does not stay cool for the next 60 days, the cash-and-carry yards, especially, will suffer. We believe landscape sales will hold up in this area.

"Because of the extremely wet weather of April and May we are behind with our planting but expect to plant the same amount as last season. We are lining out about 20,000 juniper grafts this year, whereas we lined out about 12,000 last year. Our sales on specimen evergreens, shade trees and juniper grafts have been

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Means
Well Grown"



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SANDWICH, MASS.

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Our General Line of

SMALL FRUIT PLANTS

Let us quote on your requirements.

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Bridgman, Michigan

HARDY PLANTS
Bulbs and Shrubs

"America's Finest"

Write for Trade List

Springbrook Gardens
MENTOR, O.

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Yes, shipping costs are low for MN liners. So low, that while your customers enjoy MN quality, you enjoy higher profits. It's good business order MN *pot-grown liners* because there is no root system setback. They're growing all the time—EVEN WHILE THEY'RE ON THE WAY TO YOU!

PACKING IS FREE ON LINING OUT STOCK

By checking this map along with your catalog prices, you can quickly figure how much a liner will cost laid down in your nursery. Keep in mind that these rates are *the most* you would have to pay. Simply check your state on the map below. The figure on top is

for 2 1/4" pots, and the figure below is for 3" pots. EXAMPLE: Juniperus chin. pfitzeriana in a 2 1/4" pot is listed in your catalog at 18¢. Delivered anywhere in Illinois for only 3¢. Total laid down cost is 21¢. Shipping cost on a 3" pot in Illinois is only 3¢.

YES INDEED! SHIPPING COSTS ARE LOW!



SAVE THIS "LOW COST SHIPPING MAP-GUIDE" FOR A HANDY REFERENCE

HERE ARE VALUES THAT GROW!

in mind that MN pot-grown liners suffer no system set-back because roots never leave their original growing soil. Remember too, that space is key. MN pot-grown liners grow on faster—sell 12 months earlier for faster profits, and gain

as much as 50% more turnover per square foot of yard space.

These are the reasons nurserymen all over the country are saying, "MN pot-grown liners are truly A VALUE THAT GROWS!"

PARTIAL LIST OF OVER 1200 VARIETIES OF MN LINERS

ORDER TODAY FOR IMMEDIATE DELIVERY

You are invited to open a convenient account with MN

IN 2 1/4" POTS • MINIMUM QUANTITY 25 PER VARIETY • FREE PACKING

VARIETY	Price per 100
WIFERS	
<i>Arbutus deodora</i>	\$20.00
<i>Hamamelis chinensis pfitzeriana</i>	18.00
<i>Hamamelis chinensis pfitzeriana Blue</i>	20.00
<i>Hamamelis communis hibernica fastigiata</i> ..	18.00
<i>Hamamelis mugo mughus</i>	20.00
<i>Hamamelis sylvestris</i>	15.00
<i>Hamamelis orientalis Blue Cone</i>	18.00
<i>Hamamelis orientalis compacta</i>	18.00
<i>Hamamelis orientalis pyramidalis</i>	18.00
GENERAL ORNAMENTALS	
<i>Hamamelis grandiflora</i>	15.00
<i>Hamamelis grandiflora prostrata</i>	
(Pat. No. 1431)	30.00
<i>Hamamelis sieboldi</i>	15.00
<i>Hamamelis mentorensis</i>	20.00
<i>Hamamelis sargentiana</i>	20.00
<i>Hamamelis Falcation</i>	15.00
<i>Hamamelis harlandi</i>	15.00
<i>Hamamelis microphylla rotundifolia</i>	15.00
<i>Hamamelis sempervirens croni</i>	22.00
<i>Hamamelis sempervirens handsworthi</i>	20.00
<i>Hamamelis lanceolatus, improved</i>	20.00
<i>Hamamelis horizontalis</i>	15.00
<i>Hamamelis parneyi</i>	15.00
<i>Hamamelis zabeli</i>	18.00

VARIETY	Price per 100
<i>Euonymus japonicus grandifolia</i>	\$15.00
<i>Ilex aquifolium (seedlings)</i>	18.00
<i>Ilex aquifolium fertilis</i>	25.00
<i>Ilex cornuta burfordi</i>	18.00
<i>Ilex vomitoria Pride of Texas</i>	20.00
<i>Ligustrum texanum</i>	15.00
<i>Ligustrum vicari</i>	18.00
<i>Liquidambar styraciflua</i>	18.00
<i>Nandina domestica</i>	15.00
<i>Philadelphus virginialis</i>	18.00
<i>Pittosporum tobira variegata</i>	18.00
<i>Pyracantha coccinea pauciflora</i>	18.00
<i>Pyracantha coccinea Red Berry</i>	18.00
<i>Pyracantha coccinea wyatti</i>	18.00
<i>Pyracantha Government Red</i>	18.00
<i>Pyracantha Rosedale (T. M. Reg.)</i>	18.00
<i>Pyracantha Victory</i>	18.00
<i>Viburnum burkwoodi</i>	20.00
<i>Viburnum mariesi</i>	20.00
<i>Viburnum odoratissimum</i>	18.00
<i>Viburnum opulus sterile</i>	18.00
<i>Weigela Bristol Ruby (Pat. No. 492)</i>	35.00
<i>Weigela rosea</i>	15.00
<i>Weigela vaniceki</i>	18.00
<i>Zelkova serrata</i>	20.00



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*Better Liners
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BERBERIS Crimson Pygmy
CAMELLIA SASANQUA
FORSYTHIA Beatrix Farrand
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HYPERICUM Hidecote
MAPLE, Crimson King

Write for Complete Price List.
Jacques Legendre, Pres.

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WACHAPREAGUE, VIRGINIA

Specializing in B&B Evergreens
BROAD-LEAVED and CONIFERS

Catalog on Request.

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RHUBARB**

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Sioux Falls, S. D.

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For Garden and Greenhouse
Our 1957 catalog offers the most complete collection of northwest-grown species and hybrids available.

Hardy Cyclamen a specialty.

Copy on request.

EDGAR L. KLINE
LAKE GROVE, ORE.

really good and we look for a small increase over last season's business. Our shrub and Moraine locust sales were cut down by the fire we experienced in the latter part of March, which damaged all plants in the shrub storage.

"Because of the rainy season we were unable to get all the stock dug and we had to cancel several semitrailer loads of evergreens. This is the first time in 10 years we have had plenty of moisture in the subsoil. Of course, there has been too much rain in the southwest and throughout Texas. I understand that the retail sales in western Kansas and Colorado also have been delayed because of the cold and rain.

"We are optimistic about the coming season and look for a shortage instead of an oversupply of junipers in all types."

FRUIT FLY FIGHT EFFECTIVE

With the lifting on May 21 of the Mediterranean fruit fly quarantine regulations in the last remaining regulated portions of Dade and Lee counties, Florida, the United States Department of Agriculture and the state of Florida will complete, after a single year's campaign, the eradication of this fruit and vegetable pest in all federally regulated counties of the state.

The initial quarantine was put into effect May 16, 1956. During the year's federal-state cooperative campaign the federal regulations have been operative for varying periods in the Florida counties of Broward, Collier, Dade, Hendry, Lee, Palm Beach and Pinellas.

Extensive aerial spraying, supplemented by soil treatment, spraying with ground equipment and trapping with attractant baits, has made possible the successful cooperative eradication program.

Trapping and spraying operations in isolated infestations, as well as the treatment and certification of host fruits and vegetables moving from such areas, will be continued by Florida state plant pest control authorities.

TEXAS NURSERY OPENS

Formal opening was held last April for the Kress Nursery, 3007 West Fifth street, Plainview, Tex. D. L. Shuping, Kress, Tex., owner of the new nursery, purchased the greenhouse formerly owned by Joseph Montgomery, Plainview, and added a front store area, a lath house and a heeling-in yard. The business will be managed by James W. Perkins, Jr. As a feature of the opening,

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ORIGINATORS OF THE MASTODON® PANSY
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**Nursery-Grown Materials
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Invite Orders for Fall, 1957.

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FREE list on request
GROWERS EXCHANGE, Inc.
FARMINGTON 8, MICHIGAN

NURSERY MANUAL, by L. H. Bailey. Standard work on propagation. 470 p. (1920) \$6.75.
American Nurseryman Chicago 4.

customers were invited to bring samples of their soil for free analysis in a soil clinic.

APPLE ROOT PEST

Use of a potent pest-killing chemical as a soil treatment has solved a problem that has been plaguing Pacific northwest growers of young apple stocks.

J. E. Bosher and W. Newton, plant pathologists with Canada's department of agriculture, reported that use of nemagon (an organic chemical, 1,2-dibromomono-3 chloropropane) effectively reduced damage by the root-lesion nematode, a microscopic soil-inhabiting pest, at the annual meeting of the American Phytopathological Society.

Apple stocks are frequently propagated by the layering method in the Pacific northwest. Drs. Bosher and Newton said that their survey of layering beds in British Columbia showed that 83 to 100 per cent of all maiden apple stocks were infested with nematodes. Numbers of nematodes exceeded 80 per gram of root. Infested roots were seriously injured and plants stunted.

The plant pathologists found that they could effectively reduce the number of nematodes by injecting nemagon into the soil near the root zones of the apple plants.

Treatments with the chemical at the rate of 10 gallons per acre could be applied without damage to trees during the growing season. Treatments as high as 40 gallons of nemagon per acre were applied without ill effect to trees during their dormant season.

FLORIDA CITY PLANTING

State Senator Edwin G. Fraser, of the Southern States Nurseries, Inc., Macclenny, Fla., chairman of the Macclenny Lions' Club beautification committee, announces that arrangements have been made for extensive rose plantings along main roads in the city.

Earl Powers, member of the state road board, has authorized the road department to plant 1,000 to 1,500 Louis Philippe rosebushes on U. S. Highway 90 and on State Roads 23 and 228 in Macclenny.

DELEGATE to the Rotary International convention at Lucerne, Switzerland, was William H. Mast, Davenport Nursery, Davenport, Ia.

OPEN HOUSE at its new garden store marked the fifth anniversary celebration of the H. K. Landscaping Co., Zanesville, O.

FALL, 1957, SPECIALS

Crimson King Maple, 5 to 6 ft., 6 to 8 ft.	Flowering Peach, 3 to 4 ft., 4 to 5 ft., 5 to 6 ft.
Norway Maple, 4 to 5 ft., 5 to 6 ft., 6 to 8 ft.	Hemlock, 30 to 36 ins., 3 to 4 ft.
Dwarf Red Buckeye, 6 to 12 ins., 12 to 18 ins.	Pyramidal Arborvitae, 2 to 3 ft., 3 to 4 ft.
Pink and White Dogwood, 3 to 8 ft.	Globe Arborvitae, 15 to 18 ins., 18 to 24 ins.
White Birch, 4 to 5 ft., 5 to 6 ft., 6 to 8 ft.	Pfitzer Juniper, 15 to 18 ins., 18 to 24 ins., 24 to 30 ins.
5-in-1 Apple, 9/16-in. cal., 11/16-in. cal.	Sabina Juniper, 15 to 18 ins., 18 to 24 ins.
Flowering Crab Apple, 3 to 4 ft., 4 to 5 ft., 5 to 6 ft.	Pin Oak, 4 to 5 ft., 5 to 6 ft., 6 to 8 ft.
Redbud, 3 to 4 ft., 4 to 5 ft., 5 to 6 ft., 6 to 8 ft.	Red Weigela, 15 to 18 ins., 18 to 24 ins., 2 to 3 ft.
Moraine Locust, 5 to 6 ft., 6 to 8 ft.	Variegated Weigela, 15 to 18 ins., 18 to 24 ins.
Purple-leaved Plum, 3 to 4 ft., 4 to 5 ft., 5 to 6 ft.	Hall's Honeysuckle, 1, 2 and 3-yr., T.

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Directions for starting and maintaining a Christmas tree farm, either as a hobby or as a business venture. Suitable land, species to be planted, caring for planted stock and laying out the plantation. Also covers harvesting, marketing and income tax considerations. 215 pages, illustrated. (1957).

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CALIFORNIA ASSOCIATION OF NURSERYMEN

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PENINSULA CHAPTER

"Which Lawn Seed?" and "Which Fertilizer?" were the subjects for discussion at the May meeting of the Peninsula chapter, California Association of Nurserymen, held at the Faust restaurant, Mountain View.

Charles Zeck, Ferry-Morse Seed Co., Mountain View, in answer to the question on seed, brought out the primary considerations for selection: Beauty, utility or a combination of both. He explained that Kentucky bluegrass, the fescues and bents are the basis of the fine-blade, or beauty, mixes, while perennial and domestic ryegrasses and clover are the mainstays of the coarse, or utility, mixes.

Jack Delehanty, Bandini Distributors, San Jose, in reply to the question "Which Fertilizer?", outlined basic elements contained in the balanced commercial fertilizer blends and also explained the necessity of some of the "fringe" elements to correct localized soil deficiencies. Both speakers were kept busy answering many questions at the close of their talks.

During the regular plant discussion, Walter Borchers, W. B. Clarke & Co., San Jose, showed the improvements of present-day tree peonies over the species. Sample blooms of both were used as examples. Letha Schmidt, Schmidt Nursery, Palo Alto, brought a specimen of *Valotta purpurea*, a bulbous plant similar to the amaryllis.

President John Coulter, Coulter's Nursery, San Carlos, advised the members and guests that the June meeting would feature a talk on "How Plants Get Their Names," by Dr. Mildred Mathias, of the University of California at Los Angeles. Members of the Central, Monterey Bay and Redwood chapters of the C. A. N. were invited to this meeting, along with the membership of the local chapters of the landscape architects and landscape contractors' associations. The dinner was scheduled for Rickey's Studio Inn, Palo Alto, the evening of June 11.

Prior to the regular meeting the board of directors accepted as new members George Haight, representing Western Nurseries, Inc., San Jose, and Mr. and Mrs. Nakasora, of the Glenwood Nursery, Menlo Park. C. J. B.

SUPERIOR CHAPTER

Two new members were welcomed into the Superior chapter, California Association of Nurserymen, during the May 15 meeting at the Tuesday Club, Sacramento. They were George Meredith, of the Flying Circle M Ranch, Loomis, a fruit tree grower, and Paul Burlington, of the Gridley Growers Supply, Gridley.

The speaker for the evening was Marston Kimball, horticulturist with the extension service, who spoke on the lack of students taking college horticulture courses. He advised members to encourage their younger acquaintances to enter the field.

Secretary Jack A. Wick, Anderson Landscape Nursery, Sacramento, reported on the plant Drimys winteri, explaining that its evergreen nature makes it a desirable small tree. Plans were announced for a family picnic in July to take the place of the regular meeting.

The meeting was handled by the vice-president, Frank Dinwiddie, Valley Garden Store, Woodland, in the absence of President George Oki, Oki Nursery, Perkins.

Jack A. Wick, Sec'y.

CALIFORNIA ARBORISTS

At the May 15 meeting of the California Arborists Association, several of the members who had been at Yosemite National park for the convention of the Western chapter of the National Shade Tree Conference told of the talks that interested them most. Many commented on an hydraulic press that was displayed at the conference. This machine splits logs into fireplace lengths in a matter of minutes, making it economically feasible for a tree removal operator to split heavier pieces and sell them for firewood.

A report was made by Ian Campbell, deputy agricultural commissioner of San Mateo county, regarding the irregular methods of a pest-control operator who had been soliciting business in the county. Mr. Campbell also reported that there were 52 registered agricultural pest-control operators in San Mateo county, two less than the number registered a year ago. He reminded

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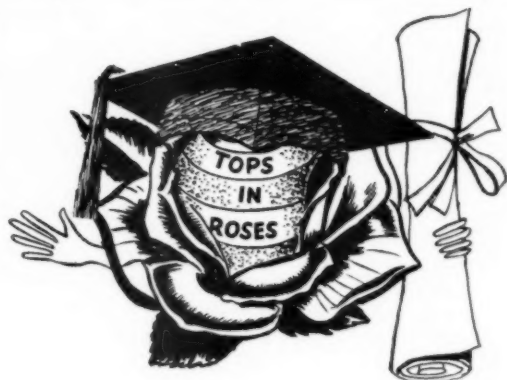
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the group that the time limit for state registration had passed and that any operators who had not yet registered should make arrangements to do so at once.

Surveying recent state legislation, he announced that the fee for the pest-control operator's license was raised to \$20 and that three additions were made to the list of secondary noxious weeds — Italian thistle, Mediterranean sage and haligietan. Of these three annual weeds, the second and third are as yet found only in isolated parts of the state but they spread rapidly, and active steps to eradicate them must be taken.

There was considerable discussion on the fees required by many communities for permission to conduct business within their limits. One pest-control operator had paid as much as \$2,000 in one year for such fees. It was felt that state-licensed operators and tree surgeons should not be taxed in each community into which they went, but should obtain legislation similar to that by which construction firms have overcome the multiple taxing. The secretary was instructed to learn more about a decision favorable to state operators in this situation handed down in a southern California court and to re-

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port to the group at the next meeting.

Before adjournment, it was announced that there would be no meeting in July or August and that the June meeting would be held June 19.

WESTERN FIRM'S HISTORY

According to a recent feature article in a local newspaper, the Lake Merced Nursery, Westlake, Calif., was founded as P. Conci & Sons by Peter Conci in 1898 and ranks among the oldest nurseries in the state. When Mr. Conci died in 1927, his wife and oldest son, August, continued operation of the firm, changing its name to Lake Merced Nursery in 1930 after a real-estate development in the area. Mrs. Conci retired from active management of the nursery in 1935, when a younger son, Peter, Jr., joined the staff.

OREGON RETAILERS MEET

A total of 22 members attended the retail nursery committee meeting of the Oregon Association of Nurserymen held at the Marshall Inn, Salem, Ore., May 23. Frank Doerfler, F. A. Doerfler & Sons, Salem, made arrangements for the meeting, which was called and led by Reed Vollstedt, Reed's Garden Center, Eugene, chairman of the retail committee. Also in attendance at the meeting were Mr. and Mrs. Frank Serpa, who operate a nursery at Niles, Calif.

Mr. Vollstedt reviewed the subjects discussed at previous meetings of the committee, such as slogans, canned goods for summer sales and bank financing for large orders. Robert Walker, Holgate Nursery, Portland; Norman June, Shrubbery Plantings, Portland, and Mr. Serpa discussed methods of combating the trend toward merchandising nursery stock in chain stores. Mr. Serpa expressed the opinion that nurserymen should handle good stock, provide good service and be courteous, not worrying about the chain outlets.

Don Doerfler suggested the nursery slogan, "People buy where they get the best information." He advised wholesale growers to make use of the fair trade regulations on prices whenever possible. Norman June advised that retailers emphasize the O.A.N. emblem, good stock and good service.

George Caldwell, Stark Street Nursery, Portland, said that he thought nurserymen were overlooking one of the most important sales principles, that of selling oneself. He

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COLORADO BLUE SPRUCE

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18 to 24 ins., collected B&B, \$1.25

18 to 24 ins., in 30-lb. tins, 2-yr., \$2.50

RICK'S NURSERY

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also advised members to keep their nurseries clean and neat and to provide additional services to combat chain stores.

Reed Vollstedt suggested the slogan, "Compete by Being Complete," for the retail nurseryman.

Charles H. Potter, executive secretary of the O.A.N., was asked to say a few words about the chapter organizing program. East Portland and Salem chapters are soon to be organized. Next meeting of the retail committee is scheduled for September 2, during the O.A.N. convention. C. H. P.

OREGON NOTES

Klupenger Nursery, Portland, has been given an award for a new seedling azalea developed by the firm. The lovely new seedling has large carmine-red flowers which measure three and one-half inches across and come in trusses of 15 to 17 flowers. It has been named Carol Jean, after the daughter of Mr. and Mrs. Joe Klupenger.

John G. Bacher, Swiss Floral Co., an honorary member of the Oregon Association of Nurserymen, was pictured in the Sunday Oregonian home and garden section May 12. The accompanying article mentioned the many awards which Mr. Bacher has received as a horticulturist, including the "Johnny Appleseed" award of the Men's Garden Clubs of America.

SELLING out its complete stock, the California Garden Nursery, Lynwood, Calif., recently discontinued operations.

HARRY G. POST announces the recent opening of his No. 2 Garden Center in the Westgate shopping center, 26th and Pearl streets, Tacoma, Wash.

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Forms for July 15 issue will close Friday, June 20.

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800 Distinction	250 Snow
600 Eugene Pink	4000 Sweetheart
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90 Adrian Stuyart	2000 Miss Cottage
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beth	500 Niobe
5000 Chimes	400 Orchidiflora
1000 Constance	1500 Paul Schaeme
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1500 Dorothy Gish	1500 Purity
4800 Dr. Bergman	250 Queen Astrid
1500 Dresden	1700 Rose Queen
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1800 Pride of Dorking	2000 Rosebud
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1000 Phoenixa	1500 Sherwood Orchid

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3 to 4-in. spread. Should make good 6x8 finished plants next fall and winter. \$30.00 per 100, F.O.B. Upland, \$40.00 per 100, express prepaid. No order of less than 100 in units of 25.

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100 Chas. Encke	15,000 Hexe
900 Distinction	350 Lorraine
750 Eugene Pink	900 Mme. Pericat
600 Marie Louise	500 Salmon Beauty
1000 Hexe de	700 Snow
Saffelare	

BELGIANS

600 Albion	1000 Mme. Petrick
700 Adrian Stuyart	500 Memoria Sanders
800 Avenir	500 Miss Cottage
500 Albert & Eliza-	Gardens
beth	300 Niobe
100 Blushing Bride	500 Orchidiflora
800 Dorothy Gish	400 Perle de
2100 Dresden	Saffelare
350 Eclairer	400 Perle Swynaerde
200 Ernest Eckhout	1000 Prof. Walters
600 Eric Schaeme	100 Prosper Van
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900 Jean Haerens	400 Queen Astrid
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500 Mme. Van der	600 Violaeca
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KURUME (DWARF) AZALEAS

Christmas Cheer	4 to 6 ins.
Coral Bells	Macrantha, dbl. pink
Gardenia Supreme	Pink Pearl
Hinodegiri	Pink Pericat
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Daphne Salmon	6 to 8 ins.
Fisher's Pink	Elegans
Formosa	Pride of Mobile
Judge Solomon	Southern Charm
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\$10.00 per 100, \$90.00 per 1000.
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Flat containing 70 plants. \$9.00 per flat. Ask for price on 50 flats or more. ALADDIN, BLAAUW'S PINK, FEDORA, HERBERT, HINO-CRIMSON, KATHLEEN, MARY ANN, OTHELLO, PALESTRINA, ROSEBUD, ZAMPA. HYBRID RHODODENDRON ROOTED CUTTINGS WITH LARGE PEAT BALLS, \$60.00 PER 100. ASK FOR LIST. CALL ORDERS ONLY. GERARD K. KLYN, INC., MENTOR, O. Wholesale Rose Growers and Nurserymen

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has eliminated all but the best from our list of Azaleas.

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BUSHY AZALEAS FOR GROWING ON

2 1/2 in. size, spring shipment.
Kurumes: Hinodegiri, Salmon Beauty, Snow, Mrs. Fisher, Hexe, \$135.00 per 1000.
Rose Pericat, Hexe de Saffelare, \$145.00 per 1000.
Indicas: Paul Schaeme, Triomphe, Vervaeana, Vervaeana Alba, \$160.00 per 1000.

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Hinodegiri, in flats,
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60 plants to the flat,
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5 each, 20 varieties, 100 plants \$ 10.00
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5 each, 150 varieties, 750 plants 75.00
10 each, 20 varieties, 200 plants 14.00
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25 each, 20 varieties, 500 plants 30.00
25 each, 50 varieties, 1250 plants 75.00
25 each, 100 varieties, 2500 plants 125.00
PRAIRIE SOUTHWEST FLORETTUM
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DELPHINIUMS, 2 1/2-IN. Per 100
Pacific Hybrids assortment, white and pastel shades \$15.00
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NANDINA PLANTS
3 to 4 ins. high; bed-grown, \$30.00 per 1000.
500 at 1000 rate. Cash.
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FIELD-GROWN TRANSPLANTS
HEAVY, TRACTOR-CULTIVATED STOCK
POT-GROWN STOCK (FROM 2 1/2-IN. POTS)
Sprayed with Parathion annually. Potted in special clay peat fertilizer mixture. Grown in open lath house or outside frames. No light, soft greenhouse-grown stock.
Each, 100 1000
Arborvitae, Am., 1-yr., 6 to 8 ins. 27c 25c
Globe woodwardi, 1-yr., 5 to 6 ins. 27c 25c
Pyramidal, 1-yr., 6 to 8 ins. 27c 25c
Juniperus pfitzeriana armstrongii, 1-yr., 4 to 5 ins. 27c 25c
chinensis pfitzeriana, 1-yr. pots, 6 to 9 ins. 27c 25c
glauca hetzi, 1-yr., 6 to 9 ins. 27c 25c
Korean Boxwood, 1-yr., 3 ins. 22c 20c
Viburnum, leather-leaved; 2-yr. pots, 6 to 9 ins. 30c 28c

HEAVY ROOTED CUTTINGS

From flats, growing outside in lath house. Ready for delivery now.
These extra hardy, outside-grown cuttings can be potted any time, spring, summer, fall. No soft greenhouse-grown stock.
Each, 100 1000
Boxwood, Korean, hardy, 3 ins. 9c 8c
Boxwood, sempervirens 9c 8c
Eucymus glauca comp., 4 to 5 ins. 9c 8c
Juniperus glauca hetzi, 5 ins. 15c 12c
chinensis pfitzeriana, 6 to 7 ins. 13c 12c
Arborvitae, Pyramidal, 5 to 6 ins. 13c 12c
American, 5 to 6 ins. 13c 12c
TERMS: Packing and boxing free, 3 per cent discount for cash with order.
Our stock guaranteed 100 per cent satisfactory or return within 6 days for full refund, plus full shipping charges paid.
250 plants of each variety at 1000 rate.
MIAMI NURSERY CO.
Corner of State Rts. 25 and 71
Tipp City, O.

LINING-OUT STOCK

ROOTED CUTTINGS Per 100 Per 1000
Arborvitae, woodwardi, 4 to 6-in. \$0.10 \$0.09
Arborvitae, nigra, green, 4 to 8-in.10 .09
Arborvitae, Pyramidal, 4 to 10 in.10 .09
Juniper, Andorra, 4 to 8-in.12 .11
Juniper, Pfitzer, 4 to 8-in.12 .11
Juniper, Hetz, 4 to 8-in.12 .11
Taxus capitata (leaders), 4 to 8-in.14 .13
Taxus cuspidata, 6 to 8-in.12 .11
Taxus hicksii, 6 to 8-in.12 .11
50 of a variety at 1000 rate.
250 of a variety at 1000 rate.
Free boxing.
2 per cent discount, cash with order.
DRAKE'S NURSERIES
G-4342 Branch Rd. Flint 6, Mich.

WELL-ROOTED CUTTINGS

Spring delivery.
Each, 100 1000
Sargent Juniper, 5 to 8 ins. \$0.12 \$0.11
Andorra Juniper, 5 to 8 ins.10 .09 1/2
Spreading Yew, 6 to 10 ins.10 .09 1/2
Brown's Yew, 4 to 6 ins.11 .10
Hatfield Yew, 4 to 6 ins.11 .10
25 per cent deposit on C.O.D. orders; 2 per cent discount for cash. Free packing.

WEST END GREENHOUSES

Al Nordheden
1200 N. Goodwin Ave. Urbana, Ill.

EVERGREENS

ROOTED CUTTINGS.
Pfitzer Juniper 10c
Pfitzer Hetz Juniper 10c
Taxus hicksii 10c
Taxus cuspidata 10c
2 1/2-IN. POTTED.
Pfitzer and Pfitzer Hetz Juniper, 26c.
TOWNSEND EVERGREEN NURSERY
S. Walnut St. Hartford City, Ind.

Rhododendron catawbiense grandiflora, rooted cuttings, \$50.00 per 100.
Pieris japonica liners, 6 to 8 ins. TT, \$30.00 per 100, \$250.00 per 1000; 4 to 6 ins. TT, \$20.00 per 100, \$175.00 per 1000.
Eucalypt Kluis, Box 164, R. 22, Bound Brook, N. J.

EVERGREENS, B&B

250 GLOBE ARBORVITAE
15 to 18 ins., heavy, beetle zone only, \$1.65 each.
BUSCHER'S NURSERY
26735 Bagley Rd. Olmsted Falls, O.

GROUND COVERS

VINCA MINOR
(Periwinkle, hardy Myrtle)
15 to 25 canes, hand-tied clumps, extra nice, fresh handled, \$50.00 per 1000; over 5000, \$45.00 per 1000.
Hall's Honeysuckle (halliana), 3-yr., branched, \$45.00 per 1000.
Pachysandra, 1 and 2-yr., rooted cuttings, \$55.00 per 1000.
Euonymus coloratus, rooted cuttings, \$57.00 per 1000. Direct sun mist propagated.
H. C. WAUGH

Route 1 Gallipolis, O.

AJUGA
LOW GROWING. BLUE FLOWERS.
EVERGREEN. HARDY.
PARTICULARLY GOOD IN SHADE.

2 1/2-in. pots 17c
1 1/2-in. pots 35c
1 gal. 66c

10 PER CENT CASH DISCOUNT.
VERHALEN NURSERY CO.
12140 Harry Hines Blvd.
Dallas, Tex.
Also Scottsville, Tex.

HARDY PLANTS

DUSTY MILLER
(Centaurea cineraria) 15c
1 gal. 50c

10 PER CENT CASH DISCOUNT.
VERHALEN NURSERY CO.
12140 Harry Hines Blvd.
Dallas, Tex.
Also Scottsville, Tex.

America's best source
for Hardy Plants is
THE WAYSIDE GARDENS
Mentor, Ohio
Write for Trade List.

IRIS PUMILA ATROVIOLOACEA
True stock, nice strong plants, \$12.00 per 100.
Iris dichotoma (Vesper Iris), \$8.00 per 100.
PRAIRIE FLORETUM, FALL RIVER, KAN.

LIRIOPIES
Good strong divisions, \$20.00 per 1000.
MOUNTVILLE NURSERIES, Mountville, Pa.

SPECIALISTS IN HARDY PERENNIALS
Ask for wholesale offer.
PEARCE SEED CO., Moorestown, N. J.

WELERS BETTER PERENNIALS
WELLER NURSERIES CO., Holland, Mich.
Write for trade list.

HELLEBORUS

HELLEBORUS NIGER
(Christmas Rose)
3-yr. transplants, blooming size.
Suitable to pot up for sales on roadside
stands and garden centers.
\$50.00 per 100, \$450.00 per 1000.
C. HOOGEENDOORN
Turner Rd. Newport, R. I.

HOLLY

HOLLY
Cutting-grown, named varieties of tried
and proved worth.
AMERICAN HOLLY (Ilex opaca)
Priced per 100 2 1/2-in. pots 3-in. pots
Posteri \$17.50 \$25.00
Howard
Savannah 20.00
Taber 20.00
ORIENTAL HOLLY
Cornuta femina 17.50
Hetzi 17.50
STEPHENS NURSERIES
Semmes, Ala.

NOT JUST HOLLY
BUT NAMED VARIETIES
OF ILEX AQUIFOLIUM AND ILEX OPACA
Cutting-grown and banded for shipment at
any time. Write for complete list.
Most varieties, \$45.00 per 100.
Old Heavy Berry, \$75.00 per 100.
J. S. WELLS NURSERY, INC.
P. O. Box 141 Red Bank, N. J.

ILEX OPACA
SUPERIOR NAMED VARIETIES
WHOLESALE SUPPLIERS
OF LINING-OUT STOCK.
Write for price list.
HOLLY HAVEN, INC.
Box 75 New Lisbon, N. J.

HONEYSUCKLES

HONEYSUCKLES
Lonicera japonica halliana, extra-heavy
No. 1, 3 and 4-yr., 18 to 24-in. field plants,
3, 4 to 6 leads, \$40.00 per 1000; lighter grade,
\$30.00 per 1000; sample 100, \$4.00. Experienced
labor for grading and packing quantity
orders. Immediate shipment. No order
too large. Phone: Or 2-4612.
ROBINSON NURSERY CO., Greenville, Ga.

HONEYSUCKLE HALL'S JAPONICA
Good plants, \$20.00 per 1000.
MOUNTVILLE NURSERIES, Mountville, Pa.

IVIES

BALTIC IVY
Hardest ivy. Fine for wall or ground
cover. True stock. Well rooted plants. 8 to
12-in. vines. Per 100 Per 1000
2-in. pots \$12.50 \$115.00
2 1/2-in. pots, 1-yr. 20.00 190.00

STRATFORD GARDENS
Russell Breece, Mtd. Rt. 9 Delaware, O.

ENGLISH IVY (HEDERA HELIX)
Large-leaved, \$50.00 per 1000.
IVY DALE NURSERY
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LAWN GRASS AND SEED

MEYER Z-52 ZOYSIA LAWN GRASS
In economical, easy-to-keep turf form.
Ideal for planting in new or old lawns.
Makes a beautiful, dense turf that chokes out
weeds and crab grass, cuts lawn work by
over one-half. Thousands of square yds. sold,
at up to \$45.00 per sq. yd., to people who are
tired of lawn work. Our price enables you
to sell cheaper or underbid other dealers.
A sq. yd. equals about 400 2-in. round plugs;
plants 300 to 400 sq. ft., only \$5.00 per sq. yd.,
F.O.B. Auburn. With soil on roots Zoysia
stays fresh indefinitely and can be sold like
burlapped stock. We also have Matrella and
Emerald. Posters and brochures FREE. Valuable
24x48-in. outdoor sign with \$50.00 order.
Write for complete information. Truckload
lots delivered at attractive discounts.
BECK'S ZOYSIA CO.
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MEYER Z-52 ZOYSIA GRASS
State inspected.
Producers of Meyer Z-52 Zoysia.
50-plug flats available for profitable
retail display sales.
Write for special dealers' prices.
MIAMI NURSERY CO.
Corner of State Rts. 25 and 71
Tipp City, O.

LINING-OUT STOCK

EXTRA FINE LINERS
Per 100 Per 1000
Euonymus radicans, 2-yr., \$20.00 \$150.00
2 1/2-in. pots
Euonymus racemosa, 2-yr., 20.00 175.00
2-yr., 2 1/2-in. pots
Spiraea Anthony Waterer, 15.00 125.00
2 1/2-in. pots
Honey Locust, thornless, 2-yr., seedlings
9 to 12 ins. 3.50 30.00
12 to 18 ins. 4.50 40.00
18 to 24 ins. 5.50 50.00
Thuja orientalis, 3-yr.
transplants 10.00 75.00

BORK NURSERY
Onarga, Ill.
Phone AM 8-7267

FINER LINERS
OF ORNAMENTAL ARISTOCRATS
The best is always a bargain. Our liners
are FINER LINERS because of our genera-
tions of experience. Let us send you our new
spring, 1957 catalog which lists seeds to field-
grown transplants and specimen ornamentals.
Come see us if you can.
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For \$4.00

you can offer that surplus in a
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Forms for July 15 issue will
close Thursday, June 20.

AMERICAN NURSERYMAN

343 S. Dearborn St. CHICAGO 4, ILL.

1-YEAR BEDDED-OUT STOCK

Per 100 Per 1000
Ilex bullata \$20.00 \$180.00
rotundifolia 20.00 180.00
crenata 20.00 180.00
hetzi 20.00 180.00
Juniperus pfitzeriana 20.00 180.00
hetzi 20.00 180.00
Magnolia soulangeana,
2-yr. beds 75.00
soulangeana, 2-yr. beds 75.00
rustica rubra, 2-yr. beds 75.00
stellata, 2-yr. beds 75.00
Taxus hispida 17.50 150.00
hatfieldi 17.50 150.00
browni 17.50 150.00
wardi 20.00 175.00
cuspidata 17.50 150.00
intermedia 17.50 150.00
Vermeulen 17.50 150.00
brevifolia 20.00
capitata, 2-yr. tr. sdgs. 10.00 90.00

ROOTED CUTTINGS FROM SAND

Ready now.
Per 100 Per 1000
Buxus arborescens \$ 6.00 \$ 50.00
Juniperus pfitzeriana 11.00 100.00
hetzi 11.00 100.00
Ilex hetzi 10.00 80.00
rotundifolia 10.00 80.00
convexa 10.00 80.00
helleri 10.00 80.00
Taxus andersonii 11.00 100.00
cuspidata 10.00 80.00
hispida 10.00 80.00
browni 11.00 100.00
wardi 11.00 100.00
brevifolia 15.00 125.00
capitata, leaders 15.00 125.00
intermedia 11.00 100.00
hatfieldi 11.00 100.00
canadensis stricta 11.00 100.00
hunnelliana 11.00 100.00
Adams 15.00 125.00
Vermeulen 11.00 100.00
cuspidata nana 11.00 100.00
repandens 11.00 100.00
Moon's Columnar 11.00 100.00

SPECIAL PRICE ON LARGE QUANTITIES
SEEDLINGS AND TRANSPLANTS
\$ 4.00 \$ 35.00
Abies Douglas, 2-yr.
3-yr. 6.00 50.00
Acer palmatum, 1-yr. 6.00 50.00
Cornus florida, 1-yr. 6.00 50.00
No. 2, 1-yr. 5.00 40.00
2-yr., transplanted 15.00 125.00
Euonymus alatus, 2-yr. 6.00 50.00
alatus compactus, 2-yr. 6.00 50.00
Ilex crenata, 2-yr. 7.00 60.00
Picea excelsa, 3-yr. 3.50 30.00
pungens, 3-yr. 5.00 40.00
Pinus austr., 2-yr. 7.00 60.00
densiflora, 2-yr. 6.00 50.00
mughus, 2-yr. 5.50 50.00
resinosa, 2-yr. 6.00 50.00
sylvestris, 2-yr. 3.00 25.00
strobilus, 2-yr. 4.50 40.00
Syringa vulgaris, 2-yr. 4.00 30.00
Taxus capitata, 1-yr., S. 5.00 40.00
transplanted, 1-yr., S. 6.00 50.00
2-yr., S. 10.00 90.00
transplanted, 2-yr., S. 10.00 90.00
Tuga canadensis, 2-yr.
transplanted, 4 to 5 ins. 9.00 80.00
3-yr., transpl., 6 to 8 ins. 15.00 125.00
Viburnum wrightii, 1-yr., S. 10.00 90.00
theiferum, 1-yr., S. 10.00 90.00

POT-GROWN GRAFTS, shipping now
Per 100
Acer polymorphum atrop. \$ 75.00
dissectum atrop. 75.00
Abies nobilis glauca 100.00
pinus glauca 100.00
Carpinus fastigiata 60.00
Cornus florida rubra 50.00
florida rubra Prosser 65.00
florida fl. plena 60.00
florida weichi var. 65.00
florida fl. pendula 60.00
Hamamelis mollis 50.00
Fagus sylvatica riversi 60.00
sylvatica heterophylla 60.00
sylvatica pendula 60.00
sylvatica fastigiata 60.00
sylvatica tricolor 75.00
Picea moerheimi 100.00
Magnolia lenni 75.00
stellata 75.00
stellata rubra 75.00
stellata Waterlily 75.00
parviflora 75.00
Pinus strobilus nana 60.00
strobilus pendula 60.00
parviflora glauca 60.00
wateriana glauca 60.00
tanyosha 60.00
Retinospora obt. crispul 50.00
obt. gracile 50.00
Viburnum carlesii 50.00
burkwoodi 50.00

HEAVY, FIELD-GROWN
BARE-ROOT, SALABLE STOCK
Per 100
Acer polymorphum atrop. \$20.00
12 to 18 ins. 40.00
16 to 18 ins. 250.00
Franklinia alatamaha, 2 to 3 ft. 60.00
Viburnum theiferum, 18 to 24 ins.
Complete wholesale list on request.
VERKADE'S NURSERIES, Wayne, N. J.

TAXUS
Per 100 Rooted cuttings 2 1/2-in. pots
Fastigiata \$10.00 \$20.00
Cuspidata 8.00 16.00
HILLCREST GREENHOUSES, Franklin, Pa.

LINING-OUT STOCK—Continued

LINING-OUT STOCK	
Grafts, out of rose pots, ready for field planting.	
<i>Cupressus gari</i>	\$0.45
<i>Cupressus, Greenwood</i>45
<i>Biota conspicua</i>45
<i>Biota aurea, nana</i>45
<i>Libocedrus decurrens</i>50
<i>Juniper, Blue Column</i>50
<i>Juniperus keteleeri</i>50
<i>Juniperus squamata meyeri</i>50
<i>Juniper, Blue Haven</i>50
<i>Juniperus weichi</i>50
<i>Juniper, Dewdrop</i>50
<i>Juniperus cupressifolia erecta</i>50
Cutting-grown, out of pots and bands.	
Well established.	
<i>Buxus sempervirens</i>	\$0.18
<i>Euonymus japonicus Gold Spot</i>20
<i>Euonymus, Newport</i>18
<i>Euonymus jap. microphyllus</i>18
<i>Euonymus radicans minimus</i>18
<i>Euonymus radicans, upright</i>18
<i>Hedera helix</i>15
<i>Hedera helix, variegated</i>15
<i>Ligustrum, Vicky's Golden</i>15
<i>Lonicera heckrothi</i>15
<i>Lonicera purpurea</i>15
<i>Lonicera pileata yunnanensis</i>18
<i>Lonicera japonica Yellow Net</i>20
<i>Mahonia aquifolium</i>20
<i>Lavandula officinalis</i>18
<i>Pyracantha lalandi</i>15
<i>Pyracantha pauciflora (dwarf)</i>20
<i>Santolinas</i>15
<i>Teucrium chamaedrys</i>15
<i>Juniperus pfitzeriana</i>18
<i>Juniperus pfitzeriana aurea</i>18
<i>Juniperus pfitzeriana glauca</i>20
<i>Juniperus pfitzeriana plumosa</i>20
<i>Juniperus hetzi</i>18
<i>Juniperus sabina</i>18
<i>Juniperus sabina Von Ehron</i>20
<i>Juniperus sabina tamariscifolia</i>20
<i>Juniper, Purple Andorra</i>20
<i>Juniperus squamata parsoni</i>20

KENYONS NURSERY, DOVER, OKLA.

LINING-OUT STOCK	
Per 100	
<i>Cornus florida rubra</i> , 2 1/2-in. grafts... \$50.00	
<i>Cornus florida rubra</i> , Broomer, grafts... 65.00	
<i>Picea kosteriana</i> , 2 1/2-in. grafts... 100.00	
<i>Picea pungens hoopsii</i> , bluer than Koster..... 100.00	
<i>Pyracantha lalandi (or.)</i> , 3-in. pots... 25.00	
<i>Pyracantha lalandi (red)</i> , 3-in. pots... 25.00	
<i>Hlex opaca</i> , named var., 3-in. pots... 35.00	
<i>Hlex convexa</i> , rooted cuttings, per 1000... 50.00	
<i>Taxus</i> , in variety, rooted cuttings, 1000... 75.00	
<i>Azalea Hino-Crimson</i> , rtd. cuttings, 1000... 50.00	
<i>Retinospora lutescens</i> , rooted cuttings, per 1000... 75.00	
<i>Taxus capitata</i> , 2-yr. trans. strong... 10.00	

FRANKIE'S NURSERIES

Waterford Works, N. J.

EVERGREENS, BARE-ROOT	
Andorra Juniper, 6 to 8 ins. \$0.66	
Von Ehron Juniper, 6 to 8 ins.66	
Burk Juniper (variegated), 6 to 8 ins.66	
Less than 300 total order, add 2c per plant.	
McNINCH GREENHOUSES	
St. Joseph, Mo.	

MAGNOLIAS

MAGNOLIA GRANDIFLORA	
2 1/2-in. pots, potted last spring, 4 to 8 ins. high, \$15.00 per 100. Shipped in clay pots unless instructed to remove, \$14.00 per 1000 here, you pick up. In gallon cans, 18 ins. to 3 ft. high, not heavy in leaf, excellent item for large cans or field, 60c each; no shipping this item. Many sizes in field. B&B. Interested in outstanding specimen trees. Cash and no charge for packing.	
HARWELL NURSERY, VAN BUREN, ARK.	

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NORWAY MAPLE	
Straight trunks. Fine heads. Very fibrous roots.	
6 to 8 ft.	\$ 3.00
8 to 10 ft.	4.40
10 to 12 ft.	6.00
12 to 14 ft.	8.80
14 to 16 ft.	11.00

PRINCETON NURSERIES	
Princeton, N. J.	
COLLECTED ACER	
RUBRUM AND SACCHARINUM, from whips to 4-in. caliper.	
Curtis Nurseries, Inc.	
Callicoon, N. Y.	

PACHYSANDRAS

PACHYSANDRAS	
1-year-old, large frame-grown plants. Satisfaction guaranteed.	
Large quantity.	
\$5.00 per 100, \$40.00 per 1000,	
\$38.50 per 5000.	
BRUNDAGE & GUTHRIE	
125 Franklin St. Tarrytown, N. Y.	

PACHYSANDRAS
Strong rooted cuttings, \$4.25 per 100, \$40.00 per 1000.

DUNWOODIE NURSERIES
6 Smart Ave. Yonkers, N. Y.

PACHYSANDRAS
Out of 2-in. pots, \$12.00 per 100, \$100.00 per 1000. F.O.B. Elizabeth, N. J.
DELAWARE VALLEY NURSERY
948 N. Broad St. Elizabeth, N. J.

PEONIES

GRAFTED TREE PEONIES
RED, WHITE, PINK, PURPLE.
2-yr., \$15.00 per 10. A yellow Tree Peony for \$2.50 with each order. Fall delivery.
Send for list of all kinds of Peonies.
ATHA GARDENS, West Liberty, O.

PHLOX

HARDY PHLOX, 2 1/2-IN. POT SIZE
Best varieties of most recent introductions.
Spring propagation from root divisions.
\$10.00 per 100, \$90.00 per 1000.
American Beauty, red
Adonia, fuchsia-red
Caroline Vandenberg, lavender-blue
Elaine, orange-crimson
Esquire, deep rose-red
Pink Charm, clear pink
Pinkette, pastel pink
Red Bird, bright crimson
Starlight
World Peace, pure white
R. H. MURPHEY'S SONS CO.
Urbana, O.

PIERIS

PIERIS JAPONICA
(Andromeda)
Spring delivery.
Bed-grown, 2-yr.-old.
\$20.00 per 100, \$175.00 per 1000.
Minimum order 100 plants.
DESCANSO DISTRIBUTORS, INC.
12492 Pipeline Chino, Calif.
PIERIS JAPONICA (ANDROMEDA)
Per 100 Per 1000
1-yr., T. 2 to 3 ins. \$8.00 \$75.00
Seedlings 1 to 2 ins. 6.00 50.00
PLANE VIEW NURSERY
West Main Rd. Newport, R. I.

RHODODENDRONS

CUTTINGS GROW BETTER
FLOWER BETTER
AND RESIST THE WILT
All our plants are grown from cuttings and can be planted with complete confidence. Varieties of ironclad hardiness only. Write for complete list.
Our selection, 25 per cent reds, \$75.00 per 100. All red varieties, \$90.00 per 100.
J. S. WELLS NURSERY, INC.
P. O. Box 141 Red Bank, N. J.

HYBRID RHODODENDRONS
Landscape sizes.
PARMENTIER'S ROSES
Grady St. Bayport, L. I., N. Y.
Phone Bayport 8-8111

RHODODENDRON MAXIMUM
Nursery-grown and collected. 2 to 7 ft. high. Well-shaped, symmetrical plants.
CURTIS NURSERIES, INC.
Callicoon, N. Y.

50,000 hybrid Rhododendron liners, cutting-grown, 50c up.
Kordus Nursery, Deer Park Ave., R. D. 4, Box 152, Huntington, L. I., N. Y.

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FIELD-GROWN ROSEBUSHES
FINEST QUALITY.
Hybrid Teas, Floribundas,
Polyanthas and Climbers.
Price and variety list on request.
WELLS BROS. NURSERY
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CHINESE ELM SEED
NEW CROP
READY FOR IMMEDIATE DELIVERY.
1 to 5 lbs. \$1.40 per lb.
6 to 10 lbs. 1.25 per lb.
Over 10 lbs. 1.10 per lb.
This seed tests very well.
A high percentage will germinate.
McCance Nurseries
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SHRUBS AND SPECIMENS
Each, 100 1000
Cotoneaster divaricata,
18 to 24 ins. \$0.75
Philadelphus virginialis, 2 to 3 ft.45 \$0.40
Philadelphus virginialis, 3 to 4 ft.50 .55
Weigela vanickei, 3 to 4 ft.53 .50
Weigela rosea, 2 to 3 ft.45 .40
GERARD K. KLYN, INC., MENTOR, O.
Wholesale Rose Growers and Nurserymen.

HOLLY.

Hlex East Palatka, 2-in. pots \$0.18
East Palatka, rooted cuttings07
cassine angustifolia, large leaf07
opaca femina, ready June 1507
vomitoria, large leaf07
English Ivy06
Forsythia Lynwood Gold06
Junipera, Pfitzer, Nick's Compact07
Arboretaria aurea conspicua07
Cuttings of above are in greenhouse.

BROSEMER NURSERY

R. 1, Box 197 Hunttsville, Ala.
ATTENTION, FLORISTS, NURSERYMEN,
GARDEN CENTERS!

3 NEW ITEMS FOR SOUTHERN GARDENS.

CASSIA ALATA, \$10.00 per 100,
2 NEW DWARF-TYPE TRAILING
LANTANAS
GOLD AND WHITE, \$20.00 per 100.
ALL IN 2 1/2-IN. JIFFY-POTS
F.O.B. TEXAS
BERKERY, INC.
62 Reade St. New York 7, N. Y.

TAXUS

TAXUS
2-yr.-old liners, transplanted, field-grown.
Certified nursery stock.
Ship beetle zone, outside beetle zone.
Hatfield
Cuspidata capitata, rooted from leaders
Cuspidata, spreading
Mooni, upright
Hicksi, upright.

Free packing.
\$40.00 per 100, \$350.00 per 1000.
Special price quoted on quantity.
LARRY'S NURSERIES, INC.
960 Reservoir Ave. Cranston, R. I.

TAXUS
1500 Taxus wardi
1500 Taxus hicksi
1500 Taxus cuspidata spreader
EXTRA HEAVY 4-IN. POTS, EXCEP-
TIONALLY STRONG ROOT SYSTEM.
\$550.00 per 1000.
NIELSEN'S FLOWER SHOP
AND GREENHOUSES, INC.
1021 Maiden Lane Ann Arbor, Mich.
Phone Normandy 2-3269

VINCAS

VINCA MINOR, SEEDS AND RUNNERS
Seeds, 110, \$1.00.
Runners Per 105 Per 210
Blue \$4.00 \$7.00
Seedlings 4.50 8.00
Bowles 5.00 9.00
GOLDEN ACRES NURSERY (A)
Shippewana, Ind.

HARDY MYRTLE (Vinca minor)
Medium liners, \$10.00 per 1000.
Large liners, 3 to 5 leads, \$25.00 per 1000.
Medium clumps, 3 to 10 leads, \$35.00 per 1000.
BART'S NURSERY, FULLERTON, PA.

VINCA MINOR
Both white and blue. Strong rooted divisions, \$8.00 per 1000.
MOUNTVILLE NURSERIES, Mountville, Pa.

Hardy Myrtle (Vinca minor), \$6.00 per 100, \$50.00 per 1000; 5000 or more, \$45.00 per 1000. Cash. Samuel I. Minder, 305 Euclid Ave., Lancaster, Pa.

SUPPLIES

CANE STAKES

NBS
NURSERY BAMBOO STAKES
These imported stakes are especially selected for nursery and florist use. All are bottom or butt cuts for minimum taper, cut closely to a joint to reduce splitting. These are the finest quality obtainable.

Per bale
4 ft., 1/4 to 3/4-in. dia., 500 per bale. \$22.50
5 ft., 1/4 to 3/4-in. dia., 250 per bale. 17.50
6 ft., 1/4 to 3/4-in. dia., 200 per bale. 17.50
7 ft., 1/4 to 3/4-in. dia., 150 per bale. 19.00
8 ft., 1/4 to 3/4-in. dia., 100 per bale. 16.00
Less these generous quantity discounts: 5 bales up, less 10 per cent; 10 bales up, less 15 per cent; 25 bales up, less 20 per cent. Bale lots only.

F.O.B. Ridgefield. Immediate shipment.
Pencil thick bamboo stakes also available.
Write for prices.
McHUTCHISON & CO.
695 N. Grand Ave. Ridgefield, N. J.

BAMBOO CANE STAKES
For greenhouse and nursery purposes.
All types and sizes.
Write for prices and quantity discounts.
ALEC HENDERSON, INC.
1365 W. Randolph St. Chicago 7, Ill.

LIGHTNING SERVICE

ON

FRESHLY IMPORTED

JAPANESE BAMBOO CANE STAKES

NEW YORK, CHICAGO, PORTLAND, ORE.

Write for our competitive prices

and generous quantity discounts.

McHUTCHISON & CO.

495 Grand Ave., Ridgefield, N. J.

2505 S. E. 11th Ave., Portland 2, Ore.

A. C. PATTERSON, CENTERTOWN, KY.

FERTILIZERS

PETERS SPECIAL SOLUBLE

FERTILIZERS

20-20-20, the best general purpose feed

21-7-7 Azalea Acid (for hard-water sections)

21-7-7 Azalea Neutral (for normal water)

All above, \$6.50 per 25-lb. bag.

\$22.00 for 4 25-lb. bags.

PETERS SPECIAL UREA-FORM

FERTILIZERS (NON-SOLUBLE)

13-6-6 Organic Special. Ureaform Nitrogen

and natural organics. A pot-plant special

dry feed. Non-soluble.

\$7.50 per 25-lb. bag.

\$25.00 for 4 25-lb. bags.

Du Pont Uramite. 33 per cent nitrogen from

ureaformaldehyde.

(\$12.00 per 50-lb. bag.)

All above material is F.O.B. Allentown.

ROBERT B. PETERS CO.

737 N. 7th St., Allentown, Pa.

FLATS

MINNESOTA WHITE CEDAR FLATS

Order by No.	Wt.	Price
No. 1, 14x20x2 1/2	320	\$25.00
No. 2, 14x20x3 1/2	400	29.00
No. 3, 12x16x2 1/2	260	19.00
No. 4, 12x16x3 1/2	275	22.50
No. 5, 14x16x2 1/2	275	21.50
No. 6, 14x16x3 1/2	290	25.50
No. 7, 15x22x2 1/2	380	28.50
No. 8, 15x22x3 1/2	425	33.00
No. 9, 11 1/4 x22x2 1/2	320	23.00
No. 10, 11 1/4 x22x3 1/2	400	26.75
No. 11, 14x16x5	450	30.00
No. 12, 5x11x5	160	16.00
No. 13, 5x16x5	215	18.50
Plant boxes, 5x8 1/2 x2 1/2	45	5.00

All other prices quoted on request.

5 per cent discount on order of 1000 or more.

The above measurements are inside. Bot-

tom and sides of cedar flats are 3/4 in. thick;

ends are 1/2 in. Plant boxes are thinner.

All material surfaced on one side.

Your name and address printed up to 3

lines in black ink, on one or both end pieces

at the following rates: Set-up charge, \$1.00,

plus 1/4¢ per piece for the first 1000 ends, 1/8¢

per end thereafter. Shipped knocked-down

in units of 25.

All shipments by truck unless otherwise

ordered. F.O.B. Cook, Minn. Attach check.

H. C. HILL & SONS, Cook, Minn.

REDWOOD FLATS, K. D.

Finest stock obtainable. Guaranteed all

clear heart. Size 20x15x3 ins. inside measure.

\$35.00 per 100.

1x1-in. Cypress stakes, pointed.

50 pcs. to bundle, 4 ft., \$3.50 per bd.

50 pcs. to bundle, 5 ft., \$4.50 per bd.

50 pcs. to bundle, 6 ft., \$5.50 per bd.

Ship same day on order, please.

YOH & HOOKER, Youngstown 2, O.

FLOC-FLO

Supplies, equipment

and free "How to Do It."

FLOC-FLO ENGINEERING DESIGN

5802 Olson Highway Minneapolis, Minn.

HOTBED SASH

SISALGLAZE SASH

Get all the information before you buy

your sash. Also information on Sisalglaze

greenhouses.

ROUGH BROS.

4227 Spring Grove Ave., Cincinnati 23, O.

LABELS

DAHLIA OR TREE LABELS

Priced per carton

Plain Painted

3 1/4 x 5 ins., notched, not wired, \$3.00

3 1/4 x 5 ins., wired (copper), 3.95

4 x 5 ins. (cartons 1000 each), 3.95

5 x 5 ins. (cartons 1000 each), 4.30

6 x 5 ins. (cartons 1000 each), 4.70

Priced per carton

Plain Painted

8 x 5 ins. (cartons 500 each), \$3.60

10 x 5 ins. (cartons 500 each), 4.20

GARDEN STAKES

8 x 1/2 ins. (cartons 250 each), 3.00

10 x 1/2 ins. (cartons 250 each), 3.30

12 x 1/2 ins. (cartons 100 each), 2.90

Our labels are perfectly white and smooth

on both sides and are pronounced by growers

the best and most economical.

Catalog on request.

"We ship same day."

YOH & HOOKER, YOUNGSTOWN 2, O.

NURSERY SUPPLIES

NURSERY SUPPLIES

FIR BARK	2-cu. ft. bag, \$	3.75
FIR BARK	hobby bag,	1.25
Detox	qt., \$3.50;	gal., 11.00
Gaviota	1 lb., 1.25;	5 lbs., 5.00
Fish Meal	1 lb.,	.60; 10 lbs., 5.00
Anti-Damp	qt.,	3.00; gal., 9.75
Urea Crystals	5 lbs.,	1.60; 25 lbs., 7.45
Dolomite Lime	25 lbs.,	4.50; 50 lbs., 7.50
Hoof and Horn	25 lbs.,	4.50; 100 lbs., 14.50
Ammonium	25 lbs.,	2.75; 100 lbs., 8.75
3-1-2 Fertilizer	1 lb.,	1.00; 25 lbs., 15.00
Atlas Fish Emulsion	qt.,	1.90; gal., 6.25
Stake Holders for		
potting in fir bark	.6,	1.00; 72, 10.85
Hydromix Units for spraying and		
foliage feeding		3.95
Priced F.O.B., subject to change without		
notice.		

WRIGHTWOOD FLORAL CO., INC.

1420 Wrightwood Ave., Houston 9, Tex.

PEAT MOSS

HOLLAND PEAT MOSS

"BRODLEAF" quality. Just arrived.

Standard burlapped bales.

\$3.65 each; 10, \$34.25.

Priced F.O.B. Houston.

WRIGHTWOOD FLORAL CO., INC.

2407 N. Main St., Houston 9, Tex.

PLASTIC FILM

POLYETHYLENE FILM

2 mil. in 200 ft. rolls, 36 ins. wide, \$6.48;

54 ins. wide, \$9.55; 108 ins. wide, \$18.55;

4 mil. in 100 ft. rolls, 36 ins. wide, \$6.87;

54 ins. wide, \$9.91; 108 ins. wide, \$22.05.

5 rolls, less 10 per cent; 10 rolls, less 20

per cent. Also wider widths available.

Information on Sisalglaze Polyflex available.

We pay freight if check is with order.

ROUGH BROS.

4229 Spring Grove Ave., Cincinnati 23, O.

SPHAGNUM MOSS

NO. 1 SPHAGNUM MOSS

Large burlap bales, long fibered, clean,

firmly packed; bale, \$1.30.

JOSEPH JAMROS, CITY POINT, WIS.

Fresh, clean sphagnum moss, large, burlap

bales, \$1.25 each. Write for our low prices

on wire-bound bales in truckloads or carlots.

Pure Sphagnum Moss Co., City Point, Wis.

Long-fibered sphagnum moss, also ground

moss. Price us on truckloads delivered.

Warrens Moss Co., Warrens, Wis.

STAKES

CYPRESS PLANT STAKES

50 pieces to bundle.

1x1-in.—3 ft., pointed, \$2.00 per bundle

1x1-in.—4 ft., pointed, 2.50 per bundle

1x1-in.—5 ft., pointed, 4.50 per bundle

1x1-in.—6 ft., pointed, 5.50 per bundle

1x1-in.—7 ft., pointed, 7.00 per bundle

These stakes are made of cypress and red-

wood; are good, strong stakes and will give

long service. "A little better than seems

necessary."

WE SHIP SAME DAY:

YOH & HOOKER

Youngstown, O.

STAKES, GALVANIZED HARD STEEL.

GALVANIZED tree guying WIRE.

HOSE for guy wire PADDING

Prices and sample sent on request.

SCHUPP SUPPLY CO., WILMETTE, ILL.

TRADE BOOKS

TRADE BOOKS.

GREENHOUSE HEATING AND

CONSTRUCTION,

by H. E. Gray, \$1.50.

THE BOOK OF SHRUBS,

by A. C. Hottes, \$4.00.

HANDBOOK OF FERTILIZERS,

by A. F. Gustafson, \$2.50.

TREES FOR AMERICAN GARDENS,

by Dr. Donald Wyman, \$7.50.

These books may be obtained, postpaid, at

the publishers' prices indicated, from

AMERICAN NURSERYMAN

343 South Dearborn Chicago 4, Ill.

WOOD PRESERVATIVES

WOOD PRESERVATIVE

Treat your flats with END-O-ROT, the

proved non-toxic wood preservative, \$2.50

per gal. Freight prepaid on 30 and 55-gal.

drums.

NEW YORKER BAG & BURLAP CO.

651 Marshall St., Elizabeth, N. J.

Phone ELizabeth 4-3115

BARBERRY QUARANTINE

Current inspection certificates and authorizations issued annually according to the provisions of federal quarantine No. 38 expire September 30, 1957. Nurserymen who desire new certificates and dealers who wish to obtain authorization to ship berberis, mahoberberis and mahonia plants interstate during the year beginning October 1, 1957, are reminded to make application for them now.

The United States Department of Agriculture has mailed application blanks to all nurserymen, dealers and seed growers who were on the approved list in 1956. Any who have not received applications or wish inspection or authorization should write to the central plant pest control region, 35 South Fifth street, Minneapolis 2, Minn.

NORTHERN WHOLESALERS

[Continued from page 12]

us, but by using a larger crew during regular hours we were able to decrease the overtime. On smaller shipments we effected a little saving by the use of polyethylene.

"Undoubtedly the dry planting season in certain areas of the country and the overly wet seasons elsewhere will affect the supply of certain items for the coming year.

"I think we all need higher prices to warrant the hiring of better personnel as well as to further such mechanization programs as palletizing, which we started on this year. When we compare the prices and value of items we purchase for our homes with the relatively low prices and high value of nursery stock it certainly points up the fact that our industry's price structure is too low.

"I see no reason why the demand for next year should not continue to be good."

Virginia Trade Near Top

Despite extremes of weather, spring business increased at the Tankard Nurseries, Exmore, Va., according to S. D. Tankard, Jr., who reports:

"We are glad to reports that we have concluded one of our best spring seasons. Digging was delayed considerably by cold weather and heavy rains in January and February and was cut short in April by unusually hot weather. More heavy rains hampered digging in March. Nevertheless we shipped a greater dollar volume of stock in a shorter period of time than ever before.

"The temperature dropped to zero here in January for the first time in

WANTED and FOR SALE ADS

Help and Situation Wanted and For Sale Advertisements.

Display: \$4.50 per inch, each insertion.

Lines: 40c line; minimum order \$4.00.

HELP WANTED

Lifetime gardener, married, settled, with private place experience; able to direct others by his own example in how to put and keep lawns, annuals, house plants and all hardy ornamentals in picture-taking condition. Knowledge, skill, keen observation, adaptability and pleasing personality more essential than brawn. Husband and wife alone preferred, both with driver's licenses and fondness for dogs. Please consider these requirements carefully and realistically before replying. Isolated location in upper Bucks county, Pennsylvania. Attractive, comfortable four-room cottage, modernly equipped, unfurnished; small greenhouse attached. Salary to suit. State ages, experience, names of most recent employers. Reply by letter only to:

Richard Pratt
LADIES' HOME JOURNAL
1270 Sixth Ave. New York 20, N. Y.

HELP WANTED

PLANT SALESMAN

Young man, age 25 to 35. Horticulture graduate preferred. Primary responsibility to sell landscape plants with suggested plans. Apply by letter.

CHARLIE WOMACK
GARDEN & NURSERY
Florence, S. C.

HELP WANTED

LANDSCAPE SALESMAN

We need a man qualified in design, drawing plans, etc., to call on our customers. Salary until established, then commission.

We have a good sales area, 400 acres of nursery stock, and have been in business over 100 years. If interested write, giving your past experiences and references of former employer.

Reply to Box 400, care of American Nurseryman.

HELP WANTED

SALESMAN

To call on trade in New York, Pennsylvania and New Jersey for large, old-established and well-known midwestern wholesale nursery. A complete line of nursery stock and many regular customers in the territory. An excellent opportunity for a qualified man. Write giving full particulars about self and send small photo. All replies held confidential. Write Box 383, care of American Nurseryman.

HELP WANTED

Landscape salesman — foreman, able to make contacts, rough sketches and supervise planting. Location middle Tennessee. Drawing account, then commission. Write Box 398, care of American Nurseryman.

HELP WANTED

FOREMEN

By large midwest nursery. Must be experienced in all phases of nursery work. When writing, give age, experience and wages expected. Reply Box 396 care of American Nurseryman.

FOR SALE

285-acre farm in northern Pennsylvania. 120 acres cleared, 165 acres wooded. Beautiful mountain valley location 10 miles from Coudersport, Pa. 23 miles off New York state express highway. Paved blacktop road runs $\frac{3}{4}$ mile through property. New house, two baths, all conveniences. Natural gas, phone, abundance of pure water year around. Large barn. Ideal for Christmas tree plantation and forest tree nursery. No other forest tree nursery in same area. Plenty of extra acreage available for expansion. Property well suited for use as country estate or sportsman's retirement home. Complete information from owners. Your realty agent protected on sale. Write to:

SUNCREST
EVERGREEN NURSERIES
Box 150 Johnstown, Pa.

FOR SALE

Follow the crowds to southern California. Once in a lifetime chance to acquire a thriving retail nursery in one of southern California's finest suburbs. Business includes a modern garden shop, greenhouse, retail nursery and landscape operation. Clean, attractive location and inventory; gross sales over \$100,000 in 1956—yielded a handsome net profit. Sale for health reasons only. Business, inventory, trucks and equipment priced \$35,000. Attractive long-term lease on premises. Reply to Box 394, care of American Nurseryman.

SITUATION WANTED

PACKING HOUSE FOREMAN

20 years' experience as packing house foreman with old, established midwest nursery. Complete knowledge and experience in filling and shipping orders and the storage of a general line of nursery stock. Also considerable experience in propagation. 46 years old, married, one child. Best of references. Reply to Box 401, care of American Nurseryman.

HELP WANTED

LANDSCAPE FOREMAN

Willing worker, with retail experience in merchandising and sales in a diversified garden center. Thorough knowledge of the nursery business essential. Permanent position for a responsible man.

SUBURBAN NURSERY
610 Hempstead Turnpike
West Hempstead, L. I., N. Y.

HELP WANTED

SALESMAN

Expanding wholesale nursery needs aggressive representative. Write giving age, experience and all pertinent information in first letter. All replies will be kept strictly confidential. Write Box 348, care of American Nurseryman.

HELP WANTED

Nursery foreman for large nursery located on Long Island. Good salary, housing available. Write Box 391, care of American Nurseryman.

FOR SALE

8 $\frac{1}{2}$ -acre, 651-ft. business frontage on heavy-traveled Northwestern hwy. to be extended this year through lake region, connecting other trunk lines. Property contains nursery with stone house and modern 40x40-ft. store. Ample water in small lake for irrigation for growing nursery stock now there. Good business and reputation. Ideal for garden center and landscaping or any other business. 6 miles from Detroit city limits. Write

C. BRAKKE
31300 Northwestern Hwy.
Farmington, Mich.

FOR SALE

OWNER RETIRING

Will sell nursery and general landscape business with 1 $\frac{1}{2}$ acres of garden land and 2 acres of leased land or will include dwelling and beautifully landscaped grounds. Reasonable terms to be agreed upon. Present owner has operated this nursery for 25 years and has an excellent clientele. Location is in fast-growing Oregon town with new commercial and government projects under construction which insures prosperity in the years ahead. Write Box 399, American Nurseryman.

FOR SALE

Established nursery, general garden supply store and landscaping business. Complete equipment and tools, including two trucks, power mowers, etc. Also perennials, annuals, trees and shrubs. 525 ft. of road frontage in the Bay Shore-Isip, Suffolk Co., Long Island, N. Y., area. Greenhouse and modern 7-room dwelling on property. Must sell due to ill health. For particulars, write to CARLETON E. BREWSTER, 88 W. Main St., Bay Shore, N. Y.

FOR SALE

10-acre nursery on main highway between Chicago and Milwaukee. Well-stocked, good house, work shed and two garages. Including all equipment.

GURNEE REALTY
Ontario 2-0904 Gurnee, Ill.

FOR SALE

Used complete greenhouses. Used greenhouse materials, glass, pipe, valves, etc. Greenhouses bought for wrecking.

SEABOARD GENERAL SUPPLY CO.
Elizabeth 4-9041 Waverly 6-0404
1080 Magnolia Ave. Elizabeth, N. J.

FOR SALE

Nursery doing a good business, located inside city limits, on main four-lane highway. 1 $\frac{1}{2}$ acres, three greenhouses and a home. Poor health is the reason for selling.

CARL WHITE'S NURSERY
716 S. Ninth Ave.
Walla Walla, Wash.

SITUATION WANTED

Thinking of a change? Tell potential employers about your abilities by using an ad in this department. The cost to reach the widest readership in the industry is only \$4.50 per inch.

many years, but most of our stock escaped unharmed. A few tender plants, such as gardenias, were killed to the ground, and camellias were damaged somewhat. Only a few varieties of azaleas were hurt, so that we had an ample supply of broad-leaved evergreens.

"Dry weather set in after our last light snow April 13, but most of our lining out was done in the fall and earlier in the spring, and the young stock withstood the drought well. Rains May 19 and 20 make us optimistic about the prospects for a good supply of quality stock for succeeding seasons. We have planted more azaleas, ilex and other broad-leaved evergreens than heretofore in an effort to meet the demand.

"Collections seem to be better than they were last year."

Virginia Fruit Shortage

A shortage of fruit stocks held volume down in a season marked by strong demand at Waynesboro Nurseries, Waynesboro, Va. The firm anticipates that increased stocks will be available to meet the continuing demand in fall and regards price increases as inevitable, according to this report from E. M. Quillen:

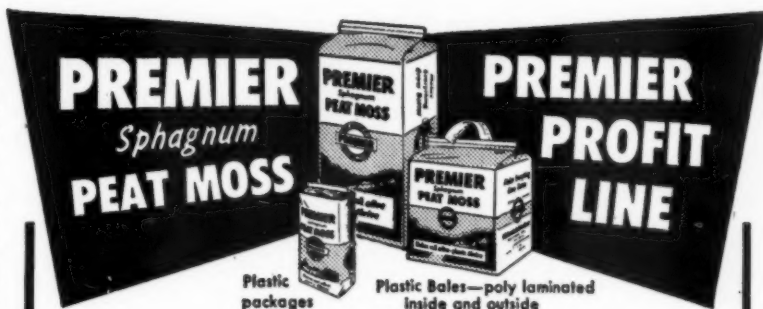
"A strong demand for a wide assortment of plant material was experienced during our spring planting season, which was cut short by unseasonably warm weather in late April and early May. Our total volume was somewhat less than that of spring, 1956, largely because of a shortage of fruit stocks. The small amount of stock left in storage is gratifying, however.

"Prices held strong, indicating that no large surplus is being held in salesyards and stores, where much plant material is now distributed. Ample rainfall during March and April made digging easy and reduced losses in transplanting. Most lining out was done under favorable conditions. So far, stands are making satisfactory growth.

"Better stands of fruit trees indicate a greater supply for fall and next spring. Evergreens, shade trees, shrubs and perennials are also expected to be available in more liberal quantities than they were during the past year.

"It is our opinion that demand will continue strong. As to prices, we know they cannot be less and still yield a profit, even though production and distributing costs were to remain constant, which is unlikely. Increases in the cost of postage, labor and transportation are certain.

"The price increase necessary to obtain fair profit will depend much



**LOOKS better
SELLS better**

PREMIER'S PLASTIC LINE

- The finest sphagnum peat moss in colorful, eye-catching packages
- Easy to store, sell, deliver
- Weather-proof — rot-proof — clean — no spillage
- The outstanding merchandising packaged line for nurseries
- Free posters, literature, mats

Sell **SOIL X-PEDITER**—the ready-to-use, free-flowing sphagnum peat in bags—8 sizes, 2½ to 100 lbs.—plastic protected.

**Any combination
can be shipped in one car**

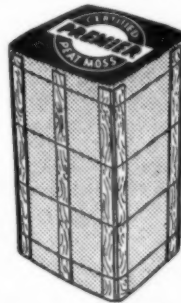
Send for prices and details

PREMIER PEAT MOSS CORP.
335 Fifth Ave., New York 17, N. Y.

**PROFITS
are better**

More nurseries use
PREMIER Peat Moss
than any other brand

Premier Peat Moss gives the surest way to get good results in soil conditioning, mulching, transplanting, seedbeds, and lining out. More nurseries use Premier than any other brand. Available in bales for every need from Canada and Europe.



Available in big-value bales
—veneer or burlap

WATCO MISTING SYSTEMS

Used by the leading growers of the country



¼-in. 4W Wide-Angle MISTING NOZZLE
\$2.95 each

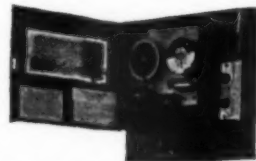
**INSURE HEALTHY
ROOTED CUTTINGS —
FASTER
AT LOWEST COSTS**

**INTERMITTENT SYSTEMS
FOR ALL CROPS**

WATCO

NOZZLES — TIMERS — SOLENOIDS — STRAINERS — ACCESSORIES
LAYOUTS SUPPLIED FREE — SEND FOR BULLETIN No. 30

AL SAFFER, Horticultural Supplies, 130 W. 28th St. New York 1, N. Y.
ORegon 5-2248



Complete Clock-Timer and full ½-inch solenoid-wired, ready to hang up.

\$65.00

Now Available INSURANCE FOR LINERS

Often one's best laid plans are shattered by later unexpected events. As nurserymen, whose business and welfare depend so much on changes in weather, we know only too well that this is true. Lining-out stock, which already represents a sizable investment, is especially vulnerable to adverse weather changes until new roots are established.

BASIC PRINCIPLE ESTABLISHED

Hoping to reduce these losses, some agricultural schools tried many devices to protect plant liners. At Michigan State University it was demonstrated that a plastic spray coating over the leaves provided just such protection. Even in one of the first tests, which utilized large evergreens, the treated plants survived and the untreated ones died. Subsequent applications by thousands of horticulturists proved the effectiveness of such coatings.

RECENT DEVELOPMENTS

With the basic principle established, the raw test material was further refined and tailored to make it safe and effective for all plants. After five years of development it has been made safe for all plants except certain annuals and succulent perennials. Depending on the health of the plant, certain varieties of *Malus*, *Crataegus* and *Magnolia* may exhibit some defoliation, but this is not detrimental to the plant.

This improved plastic spray is now offered world-wide under the trade name of Wilt-Pruf. It has reportedly already saved millions of plants and has also permitted all-year-round planting with safety.

CAUTION URGED

The manufacturer, Nursery Specialty Products, Inc., Croton Falls, N. Y., emphasizes that to avoid clogging the Wilt-Pruf should be carefully washed from sprayers after the application. But should clogging occur, an effective solvent is available.

It is also important not to use frozen Wilt-Pruf. Wilt-Pruf has a storage life of more than two years if not frozen, but freezing will cause the plastic particles to change character and settle out. The surface liquid on frozen Wilt-Pruf may be harmful to plants.

on local conditions, size of operation and type of nursery stock grown. A small operator who practices close supervision, does not account for overtime for himself and other members of his family and is not burdened with excessive overhead expense could survive with a smaller price increase than that required by a larger operator, who must account for all operating costs and satisfy stockholders."

Illinois Sales

J. B. Hill, of the D. Hill Nursery Co., Dundee, Ill., reports a record season, with strong local demand, and expresses optimism in spite of rising costs. He writes: "While the unpredictable weather through this spring season did not lend itself to orderly and scheduled operations, the level of business activity and demand for products has been higher than ever before. Our gross sales will be up some 22 per cent over those of the similar period of 1956, but expense of operation have also increased, leaving profit margins altogether too slim.

"The upward spiral of shipping costs continues to reduce the area in which our nursery can market effectively. This situation is not viewed with alarm, however, for the published figures on home construction in the greater Chicago area indicate that there is sufficient local market for nurseries here.

"In a national economy apparently tied to the price of a ton of steel, there is no likelihood that the price of nursery products will be decreased except through greater mechanization and standardization of production methods.

"To meet increasing demand, our production of evergreens has been substantially expanded during the past two years. These plants will begin to be available in useful quantities within the next 12 or 24 months. Nothing but optimism is felt for the business prospects in the foreseeable future."


Snow Cuts Sales

Evergreens sold well in just an average season for sales, severely affected by late snow, writes Miles Bryant, Bryant's Nurseries, Princeton, Ill. His report follows:

"We have just closed what, from a weather standpoint, has been a most unsatisfactory season. As far as sales are concerned, it has been an average season, but not nearly so good as last year.

"There was relatively little deep frost in the ground over winter, and we were able to get into the fields early in March and had visions of

THIS YEAR **WIN** YOUR WAR
AGAINST PESTS



SPARTAN
POWER

CHOOSE A
JOHN BEAN Sprayer



COMPRESSION

AND **HAVE** HEALTHIER PLANTS AND TREES
MOSQUITO-FREE GROUNDS



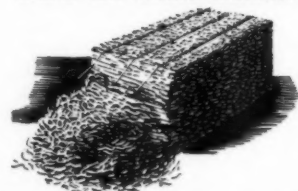
HAND TYPE

John Bean's NEW Catalog gives you complete facts about sprayers. Write for Catalog L-1180.

John BEAN
Div. of Food Machinery and Chemical Corp.
LANSING 4, MICH. SAN JOSE 1, CALIF.

Wood Feathers

SCREENED
BALED RED CEDAR SHAVINGS



The Perfect Nursery Packing

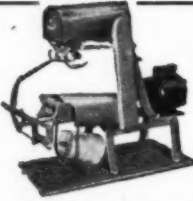
Manufactured by

MONARCH SHINGLE CO.

P. O. BOX 98

N. PORTLAND, ORE.

LOW DELIVERED PRICES—We Solicit Your Inquiries



**FELINS
BUNCH
TYER**

Automatically adjusts itself and ties any size bunch up to 19 ins. in circumference. Ties roses, glads, seedlings, flowers. Fast and efficient. Tying mechanism inverted so that dirt will not get into it, contributing to longer life.

FELINS TYING MACHINE CO.
3351 N. 35th St.
Milwaukee 16, Wis.

a long, cool spring ahead of us. Beginning March 23, however, there were three snowstorms, one on April 3 being the heaviest of the winter. Altogether we lost almost two weeks' work in the field because of snow, and the snow had just cleared up when there came eight consecutive days of rain. During the time that the snow was on the ground, orders were almost nonexistent, and the loss of those two or three weeks made the season most unsatisfactory.

"On the whole, sales in general were fairly good, with evergreens in particular holding up well. The demand for deciduous stock did not come up to average, and we were left with a rather heavy supply of deciduous shrubs. Labor was fairly easy to obtain, and the quality was generally good, but the bad weather made for so much lost time that labor was especially expensive this spring. The express employees' strike in some key transfer cities also affected our sales.

"After the drought of late summer and fall of 1956 we were glad to see a certain amount of the moisture, but could have done just as well with less than half of what was received."

Indiana Demand Up

Reporting a demand that exhausted supplies, C. M. Hobbs & Sons, Inc., Bridgeport, Ind., writes:

"Business has been good, a little better than last year's. There was not enough stock to meet the demand. Help was plentiful and better, and shipping was satisfactory. Rains in March curtailed digging and sales, but sales were better in April.

"We have our usual line and quantity of stock for the coming season. We have completed our planting in the nursery, and several days of rain should insure a good stand.

"We do not see how prices can be less, because costs are considerably more, especially for labor."

Ohio Sales Up

A generally favorable spring season was recorded at Scarff's Nursery, Inc., New Carlisle, O., although April heat and drought caused some losses. Howard N. Scarff, president of the nursery, gives the following summary:

"Over-all sales for the spring, 1957, season have been as good as or better than those of any previous year. Wholesale digging and shipping started early, because of a break in the weather during late February and early March. It continued strong through late April, when a



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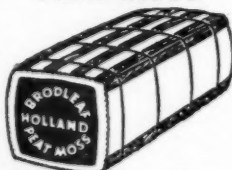
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prolonged spell of unseasonable heat and drought slowed up all nursery activities.

"The volume of cash-and-carry sales at the nursery, although spot-ty, as a result of weather extremes, has been 5 per cent better than last year's to this date (May 18).

"Field planting during late April and early May was accomplished during the hottest and driest spring weather experienced here in many years. Heaviest losses will be in hardwood cuttings, although a smaller percentage of stand will probably show up also in some ornamental and small fruit items which could not be watered.

"The season is still too early for us to predict the supply of stock available for next season. We see no trend toward any material price changes in the near future."

"We have had a steady increase in business for the last six or seven years, and spring, 1957, was no exception," reports William A. Natorp, president of the William A. Natorp Co., Cincinnati, O.

"Because of unfavorable weather conditions in January and February, we were not able to accomplish much in the way of sales or in work in the nursery. March weather was ideal. The first part of April, however, was very wet, with 10 or 12 days' rain. A heat wave during the latter part of the month made the blooming season short for bulbs, flowering crab apples and magnolias. May weather so far (May 20) has been ideal, with sufficient rain and cool temperatures.

"Our shipping season was unusually heavy, and we could have done more business if more stock had been available, especially taxus. Our landscape business is still going full swing and we expect to be busy for another month. Retail business in our stores shows a satisfactory increase. Help has been plentiful, but the performance of new help is often discouraging.

"At the present time, all of our nursery stock has been lined out and is growing satisfactorily. We anticipate a good summer and fall business."

Good Business in Michigan

"We are still digging and shipping many orders," writes C. M. Henion, wholesale manager, Ilgenfritz Nurseries, Inc., Monroe, Mich., in a report dated May 23. He adds: "Due to adverse weather conditions it has been a tough season, but business has been good. The trouble we have had is meeting schedules on shipping orders. The season opened early with

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Weight per 100
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Regular Weight Price
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Heavy Weight Price
100..\$3.75 1000..\$35.00

Size 0 1/2 Top ... 5 ins.
Bottom 4 ins.
High ... 5 ins.
Weight per 100
Regular 13 lbs., Heavy 30
Regular Weight Price
100..\$3.50 1000..\$32.50
Heavy Weight Price
100..\$4.50 1000..\$42.50

Size 1 Top 6 ins.
Bottom ... 5 ins.
High 6 ins.
Weight per 100
Regular 15 lbs., Heavy 35
Regular Weight Price
100..\$4.00 1000..\$37.50
Heavy Weight Price
100..\$5.25 1000..\$50.00

Size 2 Top 7 ins.
Bottom 5 1/2 ins.
High 7 ins.
Weight per 100
Regular 24 lbs., Heavy 55
Regular Weight Price
100..\$4.50 1000..\$42.50
Heavy Weight Price
100..\$5.75 1000..\$55.00

Size 3 Top ... 8 1/2 ins.
Bottom 6 1/2 ins.
High ... 9 ins.
Weight per 100
Regular 30 lbs., Heavy 70
Regular Weight Price
100..\$5.00 1000..\$47.50
Heavy Weight Price
100..\$6.25 1000..\$60.00

Size *4 Top 10 ins.
Bottom ... 8 ins.
High ... 10 ins.
Weight per 100-120 lbs.
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For trees and shrubs.

Size *5 Top 12 ins.
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*Special for extra-heavy
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a good demand, and sales ran ahead of all previous records. Lately, bad weather over the week-ends has curtailed retail sales and this also has reflected on wholesale business. Altogether, it should be a very good season.

"All stock seemed to move well. Our sale of roses was the heaviest we have ever had, and we have found our new refrigerator of great help in keeping roses dormant and in perfect condition for transplanting even up to the present time. We believe that with the exception of a few varieties there will be adequate stock to take care of fall, 1957, and spring, 1958, business. At the present time all signs indicate another good year in the nursery business."

Milwaukee Business Firm

"Our digging season started about a week later than usual this year," writes Ralph E. Petranek, Brown Deer Nurseries, Milwaukee, Wis. "April 10 was the first day we could get into the fields. From then on through the second week in May

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Model FB-24



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temperatures were above normal, and all deciduous stock, both in cold storage and in the field, advanced rapidly, shortening our bare-root season considerably.

"Business continued good in the Milwaukee area, and we were sold out earlier this spring than ever before. B&B evergreens were in shorter supply than usual. Our shipments went out on schedule, and help was plentiful and of good quality.

"Our planting plans for this year call for a further expansion of B&B evergreens and all varieties of shade trees.

"We have had no general price increase for two years, and the prices of some items will have to be raised to offset the increased cost of running the nursery."

Iowa Demand Strong, General

G. L. Welch, president of Mount Arbor Nurseries, Shenandoah, Ia., writes:

"Our firm has enjoyed an excellent demand for all types of plant material — fruit and shade trees, ornamental shrubs, roses and bulbs. I do not recall a previous season in recent years when the demand has been so strong for practically all lines.

"In this area we were fortunate in having ample moisture during April and May; so planting conditions were much more favorable than they had been in the previous three or four years. We are making our usual planting and anticipate a good demand for our products during the next several years.

"Prices will have to continue firm, as costs, including labor and supplies, continue to mount. I think the supply of labor in this area was a little more plentiful this season, although we still import some workers for seasonal peaks during the fall and spring."

Nebraska Season Extended

G. A. Gritzmacher, vice-president of Plumfield Nurseries, Inc., writes from Fremont, Neb., as follows:

"We enjoyed a busy season and sold out fairly close on all items. Cool weather, with a few rains, helped to extend our shipping and selling season.

"Since the drought cut last fall's sales to a great extent, we do not expect to end up quite so well dollar-wise as compared to a year ago.

"We have increased our acreage for next season and at the present time we have wonderful stands of practically everything.

"We had many varieties and types of stock to select from this spring, and it would be difficult to pinpoint

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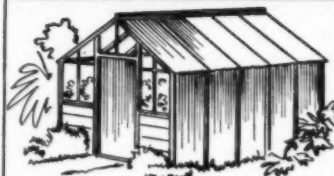
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any particular item which was more in demand than others. Some of the stock which we had earlier predicted would not sell too well became scarce in short order.

"Many of our regular wholesale buyers bought their spring needs early last fall and also bought more stock than usual."

Twin Cities Report

A favorable selling season is reviewed and an increasing demand for shade trees noted in this report from Vincent K. Bailey, J. V. Bailey Nurseries, St. Paul, Minn.:

"The nurserymen in the St. Paul-Minneapolis area enjoyed a satisfactory selling season. The demand was good and supplies were fair. Many suffered considerable loss in the fields, due to winter injury. This was primarily noted in certain evergreens.

"The season opened at about the normal time, and the temperatures were about average. We had below-normal rainfall until May 13. This drought condition hampered digging and planting and slowed up sales in the farm area.

"The supply of help seems to be above the average of recent years, although we are paying about 5 per cent higher wages than last year, on a scale somewhat competitive with other nearby industries.

"This firm has made a normal planting and has paid more attention to growing varieties that are in demand. The stock available for fall, 1957, and spring, 1958, should be a normal supply for us. We are increasing by a small amount our production of shade trees. This seems to be an area of increased demand, and since we are well equipped with good machinery for planting and digging, the production of quality shade trees is an important item.

"The retailers in the St. Paul-Minneapolis area are reporting a demand as good as or better than that of a year ago, and their price scale is satisfactory."

FRUIT REPORT

Writing from Princess Anne, Md., Homer S. Kemp, Bountiful Ridge Nurseries, explains that fall is the heavier season for the fruits in which the nursery specializes, but describes a still unfinished spring business as follows:

"Our spring season was about normal, with various shortages being responsible for any leveling off in dollar volume or any decrease in sales. We are still shipping orders every day and cannot give any definite figures. Present indications are

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that our spring business will be about the same as it was last year. If we were to include the carry-over orders that we had on file for fall, 1957, delivery, our spring business would be much heavier than it was last year.

"In recent years we have had an extremely heavy fall business, primarily in fruit trees, which are a specialty of the nursery. Last year was an exception, however, as fall business dropped considerably from the year before. The drop was attributed to the short fruit crops and delayed dormancy troubles of the south, which led to comparatively light plantings of peach trees there. We also had some foreign business from the Middle East the year before, which was cut off last year by the disturbances in that area."

MODERN GARDEN CENTER

[Continued from page 9]

drawing attention to these timely items. Related materials, such as bone meal and pest controls, should be displayed prominently with the bulbs. By all means employ a cashier, even if this is not the general policy the rest of the year. This one employee will help to smooth out the whole operation. Special signs should be displayed throughout the nursery to attract attention. Some of these can be made of a permanent nature, useful from year to year, and thus constitute a saving.

A special preinventory sale or inventory sale is another means of creating traffic in an off season such as July. This is a good time to clean out leftover spring items and dispose of slow-moving stock. The event should be made strictly commercial, in contrast to the open house, which is more colorful and festive.

Plan Advertisements Well

Again, adequate planning is important. It may be necessary to buy in a few items in order to sweeten up the event. Advertising has to be planned and coordinated well in advance. Last-minute, hastily written advertisements are seldom successful. True, some previously overlooked sale items may become apparent at the time of the event, but, if the traffic is heavy, these can be displayed and sold without previous mention. In fact, it is probably not desirable to list every single item in an advertisement. However, the advertisements should indicate a majority of the items offered.

Many times, one or two odd pieces of merchandise might well be advertised. Some person might be looking for just such an item. This would ap-

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ply particularly to higher-priced articles. One should not be afraid to slash the prices of so-called "dogs." Almost everything will sell at a price, and it is far better to get rid of shop-worn store merchandise and overgrown plants at any price than to keep them.

In the special sale, too, a cashier is of great importance. Extra salespeople should be employed, and the affair should have definite dates, after which the sale should be ended. A few such sale events will have much more meaning to your customers and be far more successful than advertising sales 365 days of the year.

Programs for Christmas

A Christmas program is another fine way of building traffic, particularly in the store of a modern garden center. I have long felt that nurseries and garden supply stores are getting far too little of their share of the vast Christmas business. Nursery items are among the most useful for the homeowner. Plants are living reminders of the donors' thoughtfulness, and garden supplies are among the most welcome of Christmas presents.

One way to capture some of this great market is to build more traffic with a special Christmas program. A large store is more adaptable to an event of this nature and is much more important to a Christmas program than any of the other physical assets of the garden center. Because of the weather, most of the promotion must be carried on indoors.

The program may take the form of a series of lectures or demonstrations in the art of Christmas arrangements, using both dried and live material, with particular emphasis on the former. A stock of the various items necessary for these arrangements will naturally be offered for sale in the store. A competent florist or floral arranger should conduct the classes. Around the first of December is probably the most opportune time for such an affair. Several daytime and evening lectures should be scheduled. The store should be decorated in the Christmas motif. Chairs and a platform will have to be provided.

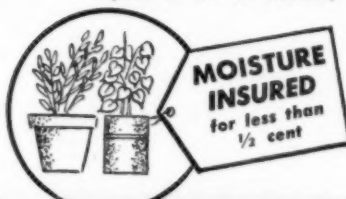
Another form of Christmas promotion is to advertise and display a number of fine Christmas arrangements in the store or perhaps show a variety of Christmas trees with unusual decorations. In any event, something different has to be done in order to attract the customer. Once the traffic is assured, then the various items suitable for Christmas sales

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Yes, there is such a thing as "wetter water." Faucet water is held together by intermolecular forces, as you know. When you add AQUA-GRO to water, it relaxes these forces, the water "falls apart," wets soil more quickly. This allows the water to penetrate more deeply into hard-to-wet areas. AQUA-GRO also gives you more uniform distribution of water, which has freer movement in the soil. AQUA-GRO treated stock is more thoroughly wet, not just the usual surface wetting and this, in turn, makes less frequent watering possible. Uniform and thorough wetting eliminates hard, dry cores—particularly in canned stock where the soil separates from the metal. AQUA-GRO (wetter water) assures uniform water distribution, and insures your potted and canned stock.



APPLICATION

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Mr. STANLEY M. LEIGHTON
The Whitmarsh Nurseries
Plymouth Meeting, Pa.

says this about
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When I used AQUA-GRO last summer on nursery stock in cans I found I could water in much shorter time, with little water loss from runoff. Canned material always had hard dry cores because of the way soil pulls from the sides of the can. We cut open several treated pyracanthas—found the soil thoroughly moist and soft. Count on us for a wider use of AQUA-GRO next year.



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can be displayed. Tools and plants alike should be featured. Christmas trees, cut holly and wreaths are good tie-in items for Christmas promotion. Perhaps a line of unusual Christmas tree ornaments could be included.

The whole idea of a Christmas promotion is to make it different. People will go out of their way to see unusual displays at Christmas. This type of promotion costs money, but can be expanded year after year and become a fine permanent event in your business.

Garden Club Events

At the beginning of these comments, institutional events were mentioned as means of building more traffic. One of the best of such efforts is to invite garden club groups to visit the nursery. The manager can arrange to furnish them with a program or not, as he sees fit. Some groups may just wish to tour the grounds and others may arrange to have their regular meetings at the nursery. These events should be timed so as not to interfere with normal business procedure. Weekday afternoons or evenings are generally good times to hold meetings. Adequate store facilities are essential for actual meetings.

Garden club tours might be sched-

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uled during colorful seasons of the year. Perhaps contacting a local convention bureau might be desirable. Often convention chairmen are at a loss to provide interesting short events for their group's entertainment, particularly for the ladies. The point to remember here is that it is not necessarily the visitors who are important, but the fact that they frequently have friends in the local city who come along. The latter are peo-

ple who should know about the nursery.

Nurseries with enough space are ideal places to hold fashion shows. The surroundings lend themselves handsomely to such an event. Generally, some local charitable group, in conjunction with a few local stores, is eager to sponsor the affair. Detailed planning must go into this type of promotion, most of it to be handled by the outsider. However, the

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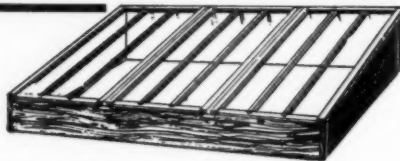
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Now you can grow plants all winter and root cuttings fast for a few cents a day with thermostatically controlled, invigorating, uniform heat so necessary for optimum growth. Lead-covered cable and automatic thermostat by General Electric. Satisfaction guaranteed. Heating units can be purchased separate for your present hotbeds. You will be amazed with results. Catalog No. 155 gives detail information.

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garden center operator will have to see the facilities are adequate. Seating, staging, places to hang clothes, dressing rooms (generally the offices), refreshments, etc., are all important. Arrangements for parking again must be remembered. Music and a loud-speaker system are necessities. This type of promotion naturally attracts women mostly, but since women form the large percentage of garden center customers, a fashion show will draw the right people into one's place of business. The public is likely to be most appreciative of a store's promotional efforts when those efforts are channeled in charitable directions. Therefore, having a fashion show sponsored by a worthwhile charitable organization should develop a good response.

Charity teas of various types can also be held in the garden center. Some local group may sponsor an authors' tea, for example. They arrange for several authors to come and discuss their works and then autograph the books sold to the women assembled. This type of event creates interest and a market for the new books, and the profit of the sale can go to the charity sponsoring the event. Admission can be charged, and tea and cookies can be served. This type of function can produce considerable money for the charity and much publicity for the garden center.

The results of institutional special events are intangible, but if more people visit a garden center and talk about it, more business is bound to follow.

Special events, whether they be promotional or institutional, will all go a long way toward establishing your business more firmly. I cannot overemphasize this point nor the importance of adequate facilities. These facilities should be planned and provided for in the garden center of today and tomorrow.

HAWAIIAN A. A. N. AWARDS

The first "Plant America" citations to be awarded by the American Association of Nurserymen outside the North American continent were presented April 29 at Honolulu, Hawaii. Mayor Neal Blaisdell made the presentations at Honolulu City Hall to Wilbert Choi, Makiki Nursery, Honolulu, who won certificates for two of his landscape designs, and to landscape planner Robert O. Thompson, Honolulu.

Certificates were also presented to the three organizations for the buildings of which the winning designs

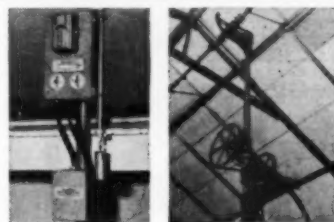
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were created—Honolulu city-county board of water supply, U. P. Fuller & Co. and the Hawaiian Electric Co., Ltd.

EARLY-FLOWERING SHRUBS

[Continued from page 11]

sponds well to being incorporated into a hedge. In many ways, there are less difficulties to contend with if this forsythia is a part of the landscape scheme.

The early forsythia ordinarily blooms on Long Island about March 25 to April 1, and it has flowered as early as March 19. There is not the profusion of flowers found on Lynwood Gold forsythia, showy border forsythia and some of the others, but there are sufficient yellow flowers to enliven any shrub border. Illustration E gives an indication of the plant's flowering ability.

It is undoubtedly the hardiest of the group, because 15 degrees below zero has not affected its flowering, whereas intermediate types were unable to produce any flowers the season after this winter temperature was recorded. Heat, too, seems to cause less damage than it does on some of the others. Although this shrub produces fewer flowers than other forsythias, it can still produce

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them when growing conditions are not the best.

This desirable shrub was found in the Diamond mountains of Korea by Ernest K. Wilson and introduced by the Arnold Arboretum at about the time World War I ended.

Distinguishing Characteristics

The branches are quite round as compared to the squarer young stems of most of the others. The young

wood is much more rugged and is colored a grayish yellow instead of the brown which one is accustomed to seeing. The buds during the winter often have purplish tips rather than the usual over-all yellow to brown coloring. The leaves are egg-shaped and appear coarse, in contrast to the narrower leaves of commoner intermediate forms and the smaller and occasionally compound

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leaves of the weeping species. The stem when cut shows a light tan pith that is chambered throughout. Others are hollow, with solid nodes or with continuous pure white chambering.

Forsythia ovata may reach a height of six to eight feet but can be easily kept to a height of five to six feet. Usually flowering about a week ahead of other species, the early forsythia is well worth using in many plantings.

The February daphne (*Daphne mezereum*), has been in cultivation since about 1561. There seems to be no definite record to prove it, but the plant was probably used during early colonial times.

The maximum height is usually about two feet, but may reach three. This upright, branched shrub produces lilac to rosy-purple flowers about March 15 to 20 on Long Island, sometimes in late February if the weather is warm. Illustration F shows the crowding of flowers on its stems.

Naturalized in U. S.

The February daphne, although originally found in Europe and the Caucasus, has naturalized itself in several areas in the eastern United States, displaying its oval, scarlet fruits during August.

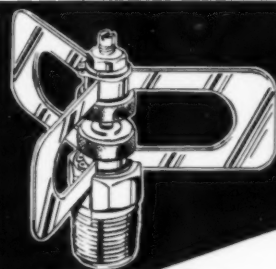
There are many opinions as to the best way to grow the plant. Limestone soils seem to be preferred, but I have observed the plant growing in a Long Island acid soil and in a place where it received little attention and only the light shade of a cotoneaster for protection.

There are a few varieties, all of which are difficult to buy—*Daphne mezereum alba*, with white flowers and yellow fruits; *D. m. plena*, with double white flowers, and *D. m. grandiflora*, with larger purple flowers—generally produced during late fall or early winter.

The plant has often withstood winter temperatures as low as 10 degrees below zero and produced flowers the following spring.

It is always easy to condemn plants, and I suppose *Daphne mezereum* has been condemned many times. However, the plant certainly provides a springtime spark when the bright flowers make their early appearance.

Early spring-flowering shrubs and trees are cherished by those who live in areas that are subject to severe winters. Nothing else gives a zest to living like some of the plants just mentioned. For this reason, they are important to the homeowner and his landscape.



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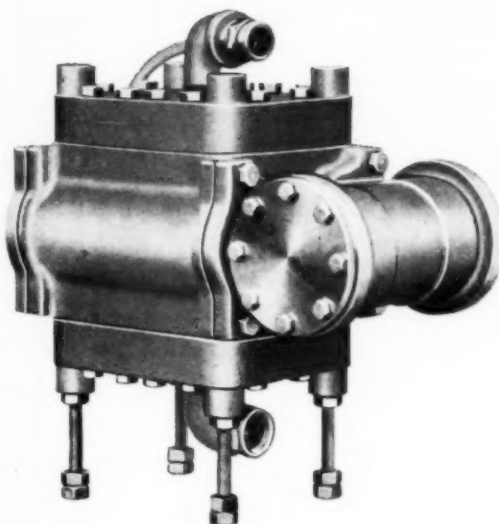


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The Smith Measure-Mix gives very satisfactory service in normal use. There are no worries about getting too much fertilizer in the water, resulting in plant losses from "burning." If anything ever goes wrong with a machine, it applies less fertilizer, *never* more.

Model R-3 for 3/4" hose connection (portable unit) will handle up to 15 gallons per minute of water. Model R-8 for 2" pipe connection (usually permanently mounted, but can be portable) will handle up to 100 gallons per minute of water. Either model can be made to proportion liquid fertilizer in any amount desired.

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LANDSCAPE REPORTS

[Continued from page 13]

the nursery, while not an important part of the business, fell off considerably. I also noticed that payment of accounts, both trade and retail, was somewhat slower than it had been.

"Nursery stock seems to be in fairly good supply in this section, with nearly all shortages occurring in specialty items."

Illinois Season Good but Rainy

A satisfactory season, even with intermittent rains through April and May, is reported by Eugene A. de St. Aubin, of Eugene A. de St. Aubin & Bro., Inc., who also notes the continuation of a trend toward the better grades of stock. From Addison, Ill., he writes as follows:

"Warm weather in March permitted an earlier than usual start to the spring season, and much was accomplished. Spring, 1957, at that time bid fair to be a banner one. At the turn of the month, however, it started to rain, and it rained intermittently almost the entire month, continuing well into May. This limited operations to a great extent and made them more costly.

"As to demand, it was very good. Trees were heavily sold, and shrubs and evergreens, with few exceptions,

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12 ft., 3 sections, **22.45**
16 ft., 4 sections, **27.40**

No. 414-M Meylan Pruning Saw

This saw, with special blade of heavy tool steel, is furnished in either 16 or 18-in. blade length. Special handle is tapered to fit hand and is 36 ins. long. Man of average height can prune 9½ ft. above ground without ladder.

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TREE SURGERY SUPPLIES

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were in normal demand. The trend is definitely more and more toward the better grades of merchandise in the more desirable varieties. Fortunately, the rains were followed by cool weather. Late orders are still coming in, and, with their continuation for a time, this spring should be a satisfactory season.

"Our own field work in the way of lining out and transplanting, of course, did not fare so well. Usually done in April, it was fully half unfinished May 25.

"Nevertheless, the heavy rains were not without benefit. Stock in the field has made much growth and is in remarkably good condition. Regardless of our problems, not new to the nursery industry, we are most thankful. We had none of the damaging high winds or devastating storms prevalent in other parts of the country. This season, I am sure, will compare favorably with the previous spring."

Ohio Weather Influence

John D. Siebenthaler, president of the Siebenthaler Co., Dayton, O., stresses the weather influence in his report on spring activities:

"Generally speaking, the weather again exerted a great influence upon the volume of business this spring. The firm's sales to other nurseries have shown a healthy increase, as has the garden store operation, which is even more encouraging. However, due to several extended rainy periods, which prevented the execution of landscape jobs, planting work is considerably off from the volume in the same period last year.

"We had 12 days of rain in April, followed by three weeks of extremely dry weather and then another 10 days of daily rain. We were fortunate in getting all of our stock planted in the field prior to this second rainy season."

Short Tennessee Season

A long wet season in early spring hampered sales, states Richard H. Jones, of Jones Ornamental Nursery, Nashville, Tenn. Details of the factors follow:

"From December through March we had more rain than I can remember previously for so long a period.

"There was no really cold weather and there was practically no snow, yet during January and February there were fewer working days than I can recall in former years—about three or four in January and twice that number in February.

"Soon after the weather did break, hot weather started. The season went

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- ★ Eliminates expensive cross cutting
- ★ Gives you precisely square ends
- ★ Every strip uniform in length



from a wet winter to summer cutting our selling season very short.

"It was dry during the fall; in fact, we had little rain until December.

"Reports are that the growers in this area experienced much difficulty in getting their stock out of the fields, and all shipping was delayed. The same was true of the landscape and retail outlets. For the short season, business was good, but it is not possible to recover lost time when there is no place to sandwich it into an already overtaxed schedule.

"On the brighter side, because of no bad freezes, especially late ones, there was a beautiful spring; lots of blooms and plenty of berries and fruit set for later beauty. This encouraged better buying and helped to raise total sales.

"Everything points to an excellent growing season, which will help to compensate for a discouraging winter and spring."

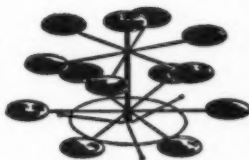
A sellout of wholesale stock was the highlight of the season described here by Louis E. Hillenmeyer, Hillenmeyer Nurseries, Lexington, Ky.:

"We had just another 'normal' spring, with too much rain, snow, heat and cold when they were not wanted, but we have survived the ordeal, and the sun shines bright again.

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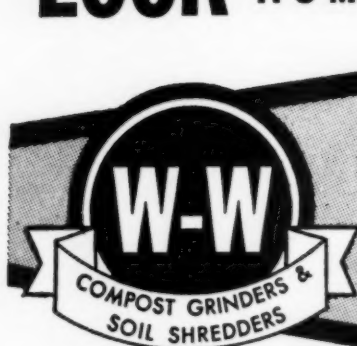
"Demand for stock at retail was about up to expectation, except that shrubs, fruit trees and hedge plants were a little less in demand than we had hoped. Wholesale business was good, especially in evergreens; we cleaned up everything we had to sell. While we had some good landscape jobs and our volume was satisfactory, we lost much business because of the lack of landscape salesmen. They are hard to find.

"Our garden store business was

satisfactory. We had closed on Sundays so as to give our men a day of rest. Good labor was scarce because much industry has moved into Lexington, and it appears that the situation will be worse rather than better.

"Prospects look favorable for a continuance of good business, though expenses are increasing and profit margins are being squeezed. We got our own planting out a little late and will have some loss because of

LOOK IT'S MORE THAN A GRINDER IT'S MORE THAN A SHREDDER

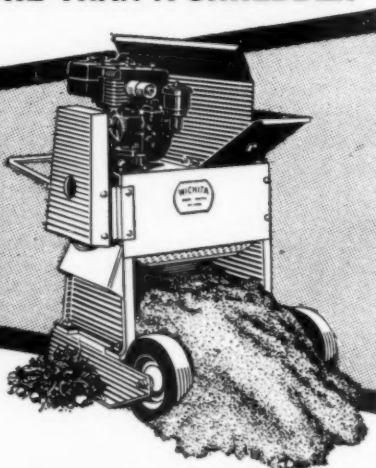


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Heavy-Duty Model 4-EV
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dry, hot weather. We have since had some relief."

Nebraska Improvement

Vernon Marshall, of Marshall Nurseries, Arlington, Neb., reports that increased precipitation has brought increased sales in the nursery's Omaha and Arlington territories, but has delayed sales and plantings at a Denver branch. He writes:

"We have had an entirely different spring season from that in the past three years, in that we had slightly above-normal precipitation in the vicinity of Arlington and Omaha and considerably more than normal over a great deal of our territory. Everyone is feeling good, and business conditions in the nursery line are improved in this area.

"We have enjoyed a comfortable increase in trade over the spring of 1956, and, since our season has been wet and cold, business at Omaha will probably hold on a little later than it did a year ago. The demand for stock has been good, and there has been sufficient labor to give us all the help we could use to advantage.

"We feel that planting costs over the territory will be somewhat higher than a year ago because of weather conditions that delayed our planting crews. Early checks on the landscape plantings made all through April, however, indicate that our percentage of loss will probably be less than normal and certainly less than it was a year or two ago.

"Our Denver, Colo., office reports one of the most unusual spring seasons on record in that area. The area had a great quantity of moisture, mostly in the form of heavy snows, and as yet has had no really normal spring weather. Sales and plantings have been delayed in that area. If the weather should return to normal, we might still be able to do some business there before the planting season is over, but at present our sales volume at the Denver office is somewhat behind last year. All in all, with the moisture condition in our trade territory much improved over the past two or three years, we feel that the outlook for business this coming year is bright."

Oregon Specimen Shortage

A shortage of B&B specimen stock is cited by Robert A. Walker, Holgate Nursery, Portland, Ore., as a reason for the decrease in spring business experienced by the nursery. He reports:

"Spring sales in the nursery were decidedly below normal for all stock except trees, for which there was a good demand. One reason for the

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poor season, I believe, was the lack of B&B specimen nursery stock, particularly evergreens.

"The supply of canned materials was ample, but our customers demand a more developed product. We are still feeling the effects of the freeze of early November, 1955.

"Our landscape department has been operating at full capacity."

TELL TORIZZO CAREER

A recent feature article in the Hartford Courant, one of a series under a heading, "Know Your Nurserymen," gave a sketch of the career of Patrick A. Torizzo, P. A. Torizzo Garden Shop & Nursery, West Hartford, Conn. He entered the horticultural field 35 years ago. At the close of the 1920's his expanding business employed 30 to 35 men and warranted the building of a nursery at Quaker lane and Park road. Shortly thereafter, Mr. Torizzo made arrangements with a builder to landscape all the latter's new homes and thereby managed to provide work for his staff throughout the depression years.

In 1949 the nursery was established at its present location, at New Britain avenue and South Main street. Additional acreage, purchased

GROUND COVER PLANTS

By Dr. Donald Wyman

Describes more than 200 kinds of woody plants and herbaceous perennials which can be employed to cover the soil, in sun and shade. Data on listed plants include height, hardiness zone, flowers, foliage, fruit and autumn color if important, habitat and propagation.

Chapter headings: Hardiness. Planting. General Maintenance. Winter Protection. Pruning. Propagation. Equipment for Propagation. Ground Covers for Special Purposes. Lists of Plants Used for Ground Covers. 175 pages. (1956).

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Handy for thinning raspberries, roses—cutting suckers on lilacs or fruit trees. Reaches into narrower places. Strong one-piece chrome nickel steel. Priced at only \$2.

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Knives - Shears - Pruning Tools
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Send for folder today.

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P.O. Box 57, 910 Clark Rd., Lansing 17, Mich.

at Newington, Conn., to help meet increasing demand, enables the nursery to offer more than 300 varieties of trees, shrubs and ornamentals yearly. The later addition of a garden shop established the business on a year-round basis. Two sons, Fred and John, now assist Mr. Torizzo in managing the nursery.

FLORIDA CONVENTION

[Continued from page 8]

and accrual method of keeping records, Mr. Bolger said he considered the cash basis best for the small nurseryman. He believes that unless a nursery makes \$50,000 or more it would not be satisfactory to form a corporation. Inadequate records, said Mr. Bolger, can cost more money than a well-organized system, for without good records one is defenseless against the tax agents' claims. It was related by a nurseryman in the audience that a landscape nurseryman who grows his own stock does not have to pay unemployment compensation, according to a recent ruling from the state comptroller in Florida.

Tree Moving

A small but interested group attended the panel on tree moving conducted by William Brooks. After reviewing some of the types of tree trucks that nurserymen had built themselves over the years, Mr. Brooks explained several of the different types of rig used in Florida. Efficient equipment is needed, he emphasized, because of the increased cost of labor. Replying to a question, he said that hydraulically operated rigs have not worked well.

Mr. Brooks went into a discussion of costs in his operation, stating that his prices are low because of competition; in Broward county alone there are 36 tree trucks. The balance of the discussion centered on methods of moving palm trees and replanting them.

Sod and Turf

The panel on sod and turf, maintenance and installation, conducted by Dr. Gene Nutter, extension service, University of Florida, Gainesville, discussed the turf grass certification program recently put into effect. The program, Dr. Nutter said, should assure buyers of obtaining good grass, free of weeds. Six members have already started in the program, and more growers are waiting to enter it. The state plant board is responsible for the program.

The panel on foliage growing, conducted by James Vosters' nursery, South Miami, did not take up

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foliage plant growing at all, but rather considered the present grading of plants and cooperative methods of credit reporting. A film on gladioli was shown, and discussion ensued on the possibility of a film for foliage plant growers. Cecil Smith, agricultural extension service, University of Florida, told of the survey he will conduct among all foliage growers. This survey, he said, would begin in a week.

Ornamental Growing

The panel discussion on growing ornamentals was conducted by Raymond Oglesby and R. E. Brown, assisted by Dr. E. W. McElwee.

The discussion consisted of the panel members' answers to questions from the more than 40 nurserymen and growers who attended the session. The questions centered around such problems as fertilization, soil mixtures for container-grown stock and propagation.

In answer to a question on propagation media, Dr. McElwee stated that preliminary results from a propagation experiment being conducted at the university on a grant from the Perlite Institute indicated that a mixture of 60 per cent No. 8 perlite and 40 per cent foreign peat moss was a satisfactory medium for use under both constant and interrupted mist. Mr. Oglesby told of his success with propagating directly in containers filled with decomposed ramie refuse under interrupted mist. He has used this method for hibiscus, ixora and other subtropical plants. Ed Brown explained his method of propagating in a mixture of 50 per cent peat moss and 50 per cent wood shavings in well-drained and well-aerated flats of hardware cloth under interrupted mist over steam-heated beds. For Florida growers he recommends that cuttings be hardened off in the propagation bed before transplanting, with no subsequent misting required. If cuttings cannot be hardened off in the bench, misting is needed after transplanting.

Offer Fertilizing Pointers

Discussion on several questions of fertilization methods brought out the following points:

1. Do not overfertilize and then expect to leach out the excess fertilizer. Some component of the fertilizer, such as manganese, zinc, etc., left in the soil, may build up to injurious levels.

2. Foliar feeding may be used successfully for correcting mineral deficiencies, as a quick temporary source of nitrogen and for feeding during wet and cold weather. It is

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*saves precious shrubs, flowers and
ornamentals from destructive mites*

KELTHANE, the new miticide from Rohm & Haas, now offers improved mite control of both nursery and greenhouse plantings.

KELTHANE IS EFFECTIVE. Even mites resistant to present insecticides and fumigants can now be effectively controlled with this new miticide. **KELTHANE** controls red spider mites, cyclamen mites, and several other species which infest roses and ornamental plants.

KELTHANE IS SAFE. When used according to directions, **KELTHANE** liquid concentrate can be applied with a good margin of safety on plants, buds and flowers . . . and without harming humans and animals. What's more, the natural beauty of every planting is preserved since there is no visible residue. **KELTHANE** wettable powder is suggested for use on the more sensitive varieties.

KELTHANE IS EASY TO USE. It mixes readily with water and forms stable emulsions. Its long-lasting residual action cuts down applications—one spraying lasts for several weeks. Commonly used insecticides and fungicides can be added to the same spray.

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1/8-in. inside diameter
100-ft. coils,

\$2.00 per coil

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100-ft. coils,

\$6.00 per coil

Immediate shipment. Send check with order, adding postage, 50c.

INDUSTRIAL PLASTICS CORP.
ELKHART, IND.

not recommended as an economical method of regular feeding.

3. In Florida, use more frequent and lighter applications of fertilizer than those used in other areas. It is recommended that superphosphate be added to soil mixtures for containers before planting and that liquid fertilizers of nitrogen and potash, such as 14-0-14, be used during the growing season to reduce the cost of liquid fertilizer. Soluble phosphates are expensive, and an adequate quantity of the dry form can easily be added to the mix. As a good general nursery fertilizer 6-6-6 was recommended.

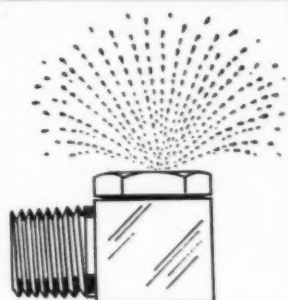
In the discussion of soil mixtures the growers agreed that the mixture for containers should be well-drained, well-aerated, yet have the ability to hold both moisture and fertilizer nutrients. Some of the mixtures suggested were: (1) One part peat moss, one part sand or sandy soil and one part wood shavings; (2) a mixture of marl or native peat moss and sand; (3) mixture of strawy manure, native peat moss and sand, and (4) mixture of ramie refuse, wood shavings and soil.

Fertilizers and Insecticides

Dr. R. Bruce Ledin, subtropical experiment station, Homestead, moderated a panel on fertilizers and insecticides. He started the session rolling by briefly describing the fertilizer practices he used in growing canned stock at the station. Feeding is done approximately every four weeks, with a 4-9-3 fertilizer. Occasionally an application of fertilizer is withheld if the plants are growing too rapidly. One of the growers asked why the amount of P_2O_5 was being reduced in the commercial fertilizer ratios. According to one of the fertilizer firm salesmen, this had been brought about by research work done in Florida that showed that the phosphorous does not leach readily from the soil and in many cases the amount in the soil increases. Therefore, there is not so much need for phosphorous as had been believed in the past.

A lively discussion followed on the use of organic and synthetic forms of nitrogen. It was brought out that some form of organic nitrogen is necessary in south Florida during the summer months when there is extensive leaching because of rain. Alternating use of chemical and organic forms, with a switch to a chemical during the cooler winter months, seemed to be the practice of many growers.

The remaining part of the session was devoted to insecticides. Adequate



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You can have a complete propagation system for sixteen cents per square foot.

Mist-O-Gation, Inc., after six years' practical experience in the use of fog, now offers a complete misting system, designed to cover 1764 sq. ft. (nozzle spacing 6 ft. 3 ins. square), at a cost of only

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Includes all pipe cut to size and threaded, nozzles, fittings and timing/cycling equipment. Complete list of materials and layout on request.

Trial order—5 nozzles, postpaid...\$ 5.00
12 nozzles, postpaid... 11.00

100—80c each, 500—65c each, postpaid.
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The shade tree commission of Essex county, N. J., planted 2000 cuts of mixed Ilex and mixed Taxus in vermiculite saturated with Heller-Gro solution (1 to 50). Four weeks later the beds were wet with Heller-Gro solution 1 to 100.

Mr. Leonard F. Anderson, commission secretary and executive assistant, wrote, "Seven weeks from the time of planting, we removed the plants with 100% success and found the root system so extensive we could not place them in a two-inch pot."

The cuttings were left in the beds six weeks longer. Then, thirteen weeks after planting, they were set out in the field. The entire cost of potting was saved by the use of Heller-Gro.

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Taxus, age 13 weeks. Cuttings were planted in vermiculite saturated with Heller-Gro solution, were taken from propagation benches directly to field, eliminating the cost of potting. No other plant nutrition was used.

Heller-Gro is a complete plant food, made entirely of laboratory-grade U.S.P. chemicals. Dissolves completely; solution will not burn.

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coverage is extremely important, no matter how much or what type insecticide is used, if one expects to control insects.

Chrysanthemums

S. A. Rose, assistant ornamental horticulturist, agricultural extension service, Gainesville, was the moderator of a panel on chrysanthemum growing. Mr. Rose started the session by asking Dr. Howard N. Miller, plant pathologist, Florida agricultural experiment station, to talk about ray blight of chrysanthemums. Dr. Miller said the most important factor in the control of this disease is sanitation. Since the disease will occur on leaves, old stubble should be removed as soon as possible, and debris should not be left about the packing sheds. Present-day fungicides, if used as recommended, will keep this disease under control, Dr. Miller stated.

When questioned as to whether there were any other hosts of ray blight, Dr. Miller replied that as far as he knew there were none.

Asked if ray blight could be confused with botrytis, Dr. Miller said ray blight usually attacks a segment of the flower and may cause malformation of that area, whereas botrytis infection appears all over the head of the flower.

Ray blight, like many other fungi, according to Dr. Miller, goes through two stages, and in either stage can cause infection. In Florida the infection comes from the spores on the leaf spots. These spores will remain viable after the leaves die and fall to the ground.

Dr. McFadden, assistant plant pathologist, subtropical experiment station, discussed some work he had conducted with chrysanthemums in a vacuum cooler to see what effect

the process would have on fungus spores. Results indicate that the spores are still viable after they come out of the vacuum.

Entertainment

Adding greatly to the success of the meeting was the abundance of entertainment. Thursday evening the Broward and Dade county nurserymen staged a hospitality hour. Later, a buffet dinner was held around the pool of the Golden Gate hotel. To the amusement and enjoyment of the nurserymen, a water show was held, climaxed with underwater alligator wrestling. Not to be outdone by a professional, the F. N. G. A. executive secretary, James Griffin, entered the pool and subdued the alligator.

Over 100 ladies attended a luncheon and fashion show held Friday noon in the main dining room of the Golden Gate hotel. A prize was

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a cultured pearl set. Two professional models and several nurserymen's wives modeled dresses from a Hollywood fashion shop.

The nurserymen and guests were treated to a barbecue at Haulover Beach park Friday evening, with Mr. Brooks being the chief cook. The remaining part of the evening was open. Saturday afternoon was likewise open for fishing, swimming or visiting nurseries.

Banquet

Concluding the convention activities was the banquet Saturday evening. Orchid corsages, donated by local growers and made up by Broward and Dade county nurserymen's wives, were presented to all the ladies. Retiring President Fraser spoke briefly and presented the newly elected president, Mr. Link. He in turn introduced the convention committees. After a song recital by a French singer, Mr. Rood presented a resolution to elect T. W. Blout, Fort Lauderdale, an honorary member of the F. N. G. A. Hugh Lalor, Caribbean Nurseries, Opa Locka, then presented a desk set to the retiring secretary-treasurer, D. K. Miller. Next an award was made to the retiring president by Mr. Pringle. Climaxing awards was a grand special prize donated by Riddle Airlines—a 2-day all-expense trip to Nassau for two. The prize was won by C. A. Emmons, Daytona Beach. A humorous after-dinner speech was delivered by Dr. Neal Bowman, of the National Association of Manufacturers. Dancing to the music of the George Haynes orchestra completed the evening.

At each of the general meetings there were numerous prizes awarded, with the grand prize of a complete steak carving set being won by Francis Stott, Stott Landscape Co., Miami. The prizes were donated by local nurserymen and exhibitors.

An invitation to hold the 1958 annual F. N. G. A. convention at Clearwater was extended by delegates from the city.

SERVING as first vice-president of the recent Indianapolis home show, at Indianapolis, Ind., was James Maschmeyer, who represented the Indianapolis Landscape Association.

DISCONTINUING the firm of Gla-Don Cliff Nursery, at Miami, Fla., Mr. and Mrs. Gross P. Schoonmaker are moving their stock to a corner of Stirling and Bowers roads, Davie, Fla., where they will operate as Florida Flora, Inc., with Bernard Peller, Fort Lauderdale, as manager.

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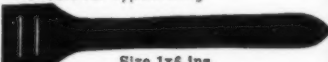
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